

The NATIONAL UNDERWRITER

Life Insurance Edition

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Have you a "hidden gold mine" of potential earning capacity which with

- an opportunity
- practical sales training
- result-producing direct mail
- thorough and consistent field help
- friendly cooperation at all times

would help you realize your goal?

Salesmen with the ambition to succeed will find a real opportunity with

**THE OHIO NATIONAL LIFE
INSURANCE COMPANY**

CINCINNATI, OHIO

FRIDAY, AUGUST 22, 1941

We Can Scarcely Hear Ourselves Think...

We are building an addition to our building. Continued growth has made more room necessary.

The pneumatic drills have been busy . . . and noisy. And the concrete mixers . . . and the hammering and the sawing and the nailing.

We've been working under difficulties . . . but we've moved right along, and we've having one of our best years, both in Industrial and Ordinary, with total life insurance in force well over eight hundred million dollars.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**

C. A. CRAIG, Chairman of the Board C. R. CLEMENTS, President
HOME OFFICE NATIONAL BLDG.
NASHVILLE TENNESSEE

A Picture of Progress

PENSION PLAN FOR AGENTS

To all the other advantages of being a Connecticut Mutual life underwriter—wide range of contracts and optional settlements, sales help, advanced training courses—the Company now adds a Liberal Pension Plan for full-time agents.

The preliminary announcement of this Pension Plan at the Company's recent convention at Quebec was received with enthusiastic acclaim. The plan goes into effect January 1, 1942 and is based on length of service, production, and insurance in force.

HIGHLIGHTS

TOP PENSION: \$250 a month

NORMAL RETIREMENT AGE - 65 for agents coming with company at ages 45 and below; age 70 for agents coming with Company at ages 45-55.

RETIREMENT BENEFIT - automatic benefit is monthly income with one hundred monthly payments certain. Agent may choose to receive an equivalent life income without period certain or an equivalent joint and survivor annuity on life of himself and wife.

DEATH BENEFIT - return of contributions made by Company and agent, or \$2,000, whichever is the greater.

CONTRIBUTIONS - agent's contributions are matched by the company and are based upon agent's new life insurance production and insurance in force.

*Connecticut
Mutual*
Life Insurance Co.

95 years of
Dependable Performance

The NATIONAL UNDERWRITER

Forty-fifth Year—No. 35 CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, AUGUST 22, 1941

\$3.00 Year, 15 Cents a Copy

Acacia Achieves Simplicity in Its New Option Blank

Nearly All Needs of Agents in Programming Are Provided For

Time lost by agents in preparing settlement options has recently been the subject of considerable publicity. Warner Wilson, new president of the Cincinnati Life Underwriters Association, sent out a letter on the subject to members of his association and to all companies. This evoked considerable comment.

Almost coincident with Mr. Wilson's letter was the announcement by Acacia Mutual of a flexible settlement option plan that seems to handle about 90 percent of all cases on both sides of a single sheet 8½ by 11 inches. The Acacia plan was laid before its agents at its recent convention at Hot Springs, Va. In view of the interest manifested in the subject of simplifying the labor of agents the Acacia blank is reproduced in this edition with 12 examples furnished by the company to its agents to illustrate how it works. Acacia agents on their own policies will simply use the company blank. In asking for changes on present policies in other companies the agent will copy in his letter the language from the Acacia blanks on the options he is using, ignoring the rest.

Allows Flexibility of Choice

Like many other companies, Acacia Mutual allows flexibility in benefits to the beneficiary, at the request of the beneficiary, provided such flexibility is desired by the insured. On the other hand, the insured can establish the benefits, unchangeable at the request of the beneficiary, if he so desires. This element of flexibility is one of the great points in the Wilson proposal, enabling the beneficiary, after the insured's death, to fit her income to the funds available when conditions change, as by the death of a child.

That much time is wasted by agents in preparing their settlement options is beyond doubt. Recently an agent brought to THE NATIONAL UNDERWRITER office a policyholder with 10 policies, purchased from various agents in various companies. The settlements provided ran from two or three typewritten lines to three or four paragraphs of different lengths, with one of the agreements occupying two pages of business letterhead size in single-spaced typing. The insured was afraid the short agreement was inadequate. In this case there was no substantial difference in the effect of the settlement agreements in all the policies. The difference in length was merely due to the difference in facility of expression enjoyed by the agents who drew them up. Agents often string out their settlement agreements

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Moynahan Heads C. L. U. Slate

Lackey, Krueger, McCahan Committee's Choices for Office

John D. Moynahan, manager Metropolitan Life, Chicago, has been recommended for National president for 1940-41 by the nominating committee of the American Society of C. L. U. George E. Lackey, general agent Massachusetts Mutual Life, Detroit, is slated for vice-president; Edward A. Krueger, manager field service division State Life of Indianapolis, for treasurer, and David



JOHN D. MOYNAHAN

McCahan, dean American College of Life Underwriters, for secretary.

Nominees for Directors

Committee choices for directors for three-year terms include: James Elton Bragg, manager Guardian Life, New York City; Clifford H. Orr, general agent National Life of Vermont, Philadelphia; H. Cochran Fisher, Aetna Life, Washington; A. Walton Litz, manager of agencies Commonwealth Life, Louisville, and Alfred C. Duckett, special agent Northwestern Mutual Life, Los Angeles.

Lawrence Willet, associate general agent Penn Mutual Life, Atlanta, has been nominated for a two-year term as director to finish the unexpired term of A. Walton Litz, who resigned as director from the southern district because of a change of location.

Terms Unexpired

Directors remaining in office are: M. Luther Buchanan, Ralph Hoyer, Fred LeLaurin, Harold R. Kaufmann, and Hugh S. Bell, for one year; Maurice S. Tabor, F. A. Savage, Jr., Arthur C. Humphrey and Stanley D. Chapin, for two years. Benjamin Alk, Penn Mutual Life, New York, retiring president, automatically becomes ex officio member of the board.

New Business in First 7 Months Up 3.8%; July, 9.4%

New life insurance for the first seven months of 1941 showed an increase of 3.8 percent in comparison with the corresponding period of last year, the Life Presidents Association reports. The total for July was 9.4 percent greater than for July of last year.

For the first seven months, total new business was \$4,442,160,000 against \$4,280,766,000; or ordinary, \$3,095,009,000 against \$2,986,369,000, increase 3.6 percent; industrial, \$974,871,000 against \$907,079,000, increase 7.5 percent; group, \$372,280,000 against \$387,318,000, decrease 3.9 percent.

New ordinary in July amounted to \$448,433,000 against \$437,000,000, increase 2.6 percent; industrial \$128,783,000 against \$124,192,000, increase 3.7 percent; group \$84,206,000 against \$43,520,000, increase 93.5 percent. For the month, the total was \$661,422,000 against \$604,712,000, increase 9.4 percent.

New paid business of all classes in each of the first seven months of 1940 and 1941 and percentage increase or decrease is shown herewith:

	1940	1941	Inc. or Dec.
Jan.	\$ 652,341,000	\$ 573,124,000	-12.1
Feb.	561,237,000	589,370,000	5.0
March	615,607,000	646,925,000	5.1
April	624,200,000	661,627,000	6.0
May	625,742,000	660,075,000	5.5
June	596,927,000	649,617,000	8.8
July	604,712,000	661,422,000	9.4
Total	\$4,280,766,000	\$4,442,160,000	3.8

RESEARCH BUREAU REPORTS

July ordinary life sales totaled \$582,292,000, a 3 percent increase, bringing the total for the year to \$4,036,357,000, a 4 percent gain, the Sales Research Bureau reports. New England and Pacific Coast states showed substantial increases. Outstanding gains were registered by California, 16 percent, Connecticut, 24, Arkansas 15, Kansas 20, Nevada 20, Washington, 19, Wyoming, 35, South Dakota, 22, and Rhode Island, 47 percent. Of the 48 states and the District of Columbia, 31 showed gains in July. Los Angeles showed the largest increase among the cities with 17 percent. Boston and Detroit were ahead 5 percent and Philadelphia showed an increase of 4 percent. St. Louis wrote the same amount of business as it did in the same period in 1940. Chicago sales were off 8 percent, Cleveland off 3 percent and New York 6 percent.

The average ordinary life policy sold in the U. S. in the first six months of 1941 was \$1,863, slightly better than the \$1,818 average in 1940.

Douglas to Give Address

NEW YORK — President Lewis W. Douglas of Mutual Life will address the opening session of the Mortgage Bankers' Association of America convention here Oct. 1. It will be the first time the association has met in New York City. More than 1,000 mortgage bankers, life companies, title and trust company executives, and real estate and government agency officials are expected to attend.

Defense Bond Sale by Underwriters Has Billion Goal

Comprehensive Work Plan Is Prepared by National Association Committee

One billion dollars or more of National Defense bonds sold by life underwriters of the country is the objective set forth in a comprehensive plan distributed this week by the National Association of Life Underwriters and its Life Underwriters Committee for National Defense Savings, headed by Harry T. Wright, Equitable Society, Chicago, president.

The life agents sold more than a billion of Liberty Loan bonds during world war No. 1 and life companies invested \$589,000,000 in these securities. President Wright believes the new campaign, which is being initiated with the most patriotic motives, should result in greater volume than in 1918.

To Have State Chairmen

The plan contemplates selection of state chairmen who will coordinate the drive throughout the country and will stimulate the activities of state and local associations. The main committee, whose members assume responsibility for supervision and promotion of the campaign in a specified number of states, consists of President Wright, C. J. Zimmerman, immediate past president, general agent Connecticut Mutual, Chicago, Illinois, Indiana, Michigan; John A. Witherspoon, Nashville, general agent John Hancock, Tennessee, Kentucky, Mississippi, Alabama; Grant Taggart, Cowley, Wyo., California-Western States Life, Wyoming, Idaho, Montana, North Dakota, South Dakota, Nebraska; Walter Barton, Union Central, New York, Connecticut, Massachusetts, Vermont, New Hampshire, Rhode Island, Maine; Judd Benson, Union Central, Cincinnati, Ohio, West Virginia; L. M. Buckley, New England Mutual, Chicago, Illinois, Indiana, Michigan; E. L. Carson, Equitable Society, Milwaukee, Wisconsin, Minnesota; H. Kenneth Cassidy, Pacific Mutual, San Francisco, California, Nevada, Utah, Arizona, Oregon, Philippines, Hawaii, Washington; O. Sam Cummings, Kansas City Life, Dallas, Texas, New Mexico, Louisiana; Ralph G. Engelsman, Penn Mutual, New York, New York, Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia; Alvin T. Haley, Jefferson Standard, Greensboro, N. C., North and South Carolina, Virginia, Georgia, Florida; Helen Summy, Equitable Society, St. Joseph, Mo., Oklahoma, Colorado, Arkansas, Missouri; J. H. Wilson, Massachusetts Mutual, Oklahoma City, Oklahoma, Colorado, Arkansas, Missouri; W. V. Woody, Chicago, Equitable Society manager, Iowa, Kansas.

(CONTINUED ON LAST PAGE)

List Speakers for Women's Sessions in Cincinnati

Comprehensive Entertainment Program Arranged for N.A.L.U. Convention

With a total enrollment of 36 the Women's Quarter Million Dollar Round Table of the National Association of Life Underwriters, with Lillian L. Joseph, Home Life, New York, as chairman, is planning an elaborate program for its annual meeting Sept. 15 during the Cincinnati convention. Eleven speakers have been scheduled to appear at the session, which includes an afternoon meeting and a banquet.

The program will be in a patriotic vein, with the theme of "America Marches On with the Declaration of Financial Independence," and the setting will follow out this motif.

Prospecting to Be Featured

Mrs. Joseph's opening address will be on "Americanism, Our Heritage." Beatrice Jones, Equitable Society, New York, president of the New York City association, will greet the members. The question of prospecting in today's market and the effect of the defense program on the prospect market will be discussed by Helen Summy, Equitable Society, St. Joseph, Mo. Helen B. Rockwell, National Life of Vermont, Cleveland, will talk on "Pioneering in Program Planning and Planned Estates," and Lillian Oliver, Security Life & Accident, Atlanta, Tex., on "Pension Trusts." "An Investment Portfolio to Aid Defense," will be described by Elsie M. Matthews, New York Life, Newark. A series of three "results based on actual interviews" will be presented: "Mortgage Insurance Approach," by Dorothy S. Briggs, National Life of Vermont, New York; "Use of the 'Inventory' Approach," by Hermine R. Kuhn, Equitable Society, New York, and a third by a speaker to be named. Miss Kuhn also will talk on "Selling Tax Insurance to Meet the Increased Taxes of the Defense Program," and Peter L. Grant, Cincinnati news commentator, will discuss "Current Events and Propaganda in the News."

The banquet speaker will be W. P. Worthington, vice-president Home Life of New York.

List of Qualifiers

The complete list of members thus far announced include:

Life and Qualifying—Martha W. Allin, Connecticut Mutual, Minneapolis; Gertrude Brandwein, New York Life, New York; Dorothy S. Briggs, National Life of Vermont, New York; Muriel F. Briggs, Southland Life, Dallas; Bessie Dale, Kansas City Life, Lawton, Okla.; Sara Frances Jones, Equitable Society, Chicago; Lillian L. Joseph, Home Life, New York; Clara L. McGreen, Equitable Society, Cincinnati; Mrs. G. A. Ralls, Minnesota Mutual, Houston; and Mahala C. Russell, John Hancock Mutual, Boston.

Qualifying—Eunice Bush, Mutual Life of New York, Baton Rouge; Charity Kennedy, Pacific Mutual, Indianapolis; Elsie M. Matthews, New York Life, Newark; Anne Miller, Country Life, Joliet; Irene Monfort, Union Central, Cincinnati; Hannah I. Morewitz, Lincoln National, Norfolk, Va.; Evelyn R. Nussear, Massachusetts Mutual, Baltimore; Lillian L. Oliver, Security Life & Accident, Atlanta, Tex.; Esther D. Pincus, Lincoln National, Norfolk, Va.; Sarah B. Smith, Equitable Society, Huntington, Va.; Elizabeth Souderdike, New England Mutual, Detroit; and Dorothy Wakerly, John Hancock Mutual, Albany.

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Life Insurance Benefits in First Half of 1941 by States

Institute of Life Insurance this week reports death benefits paid in the first six months of 1941 by legal reserve life companies in this country. The tabulation below is classified by states, number and amount of policies, as to ordinary, group and industrial, and also the number of policies and total for each state and for the entire country are given.

	ORDINARY		GROUP		INDUSTRIAL		TOTAL	
	Number of Policies	Amount	No.	Amount	No.	Amount	No.	Amount
Alabama	1,553	\$3,661,000	602	\$635,000	3,761	\$623,000	5,916	\$4,919,000
Arizona	299	736,000	101	111,000	215	46,000	615	893,000
Arkansas	927	2,014,000	117	181,000	1,159	227,000	2,203	2,422,000
California ...	8,112	22,013,000	1,713	3,118,000	10,559	2,461,000	20,384	27,592,000
Colorado	1,422	3,293,000	375	686,000	1,228	304,000	3,025	4,283,000
Connecticut ..	2,849	7,599,000	786	1,241,000	9,235	2,283,000	12,870	11,123,000
Delaware	455	1,289,000	93	138,000	1,950	376,000	2,498	1,803,000
Dist. of Col...	1,004	2,755,000	901	676,000	3,670	686,000	5,575	4,117,000
Florida	2,032	6,134,000	217	380,000	3,559	853,000	5,808	7,367,000
Georgia	2,434	6,605,000	494	735,000	7,002	1,297,000	9,930	8,637,000
Idaho	430	1,173,000	65	139,000	103	26,000	598	1,338,000
Illinois	11,740	27,350,000	2,830	4,807,000	23,922	5,777,000	38,492	37,934,000
Indiana	3,852	8,064,000	947	1,491,000	11,288	2,328,000	16,087	11,883,000
Iowa	2,551	5,292,000	257	416,000	1,882	418,000	4,690	6,126,000
Kansas	1,599	3,657,000	317	598,000	1,981	411,000	3,897	4,666,000
Kentucky	2,077	4,695,000	440	610,000	6,929	1,227,000	9,446	6,532,000
Louisiana	1,279	3,784,000	455	589,000	3,768	678,000	5,502	5,051,000
Maine	931	2,018,000	137	231,000	1,743	390,000	2,811	2,639,000
Maryland	2,195	6,278,000	373	584,000	11,922	2,809,000	14,490	9,671,000
Massachusetts.	6,439	15,338,000	1,244	1,924,000	25,326	5,795,000	33,009	23,057,000
Michigan	5,092	10,789,000	1,996	3,552,000	9,416	2,266,000	16,504	16,607,000
Minnesota	2,564	6,373,000	590	1,045,000	2,244	503,000	5,398	7,921,000
Mississippi ...	948	2,427,000	122	322,000	1,264	193,000	2,334	2,942,000
Missouri	4,622	10,537,000	863	1,371,000	11,701	2,477,000	17,186	14,385,000
Montana	500	1,042,000	148	264,000	210	61,000	858	1,367,000
Nebraska	1,156	2,427,000	180	324,000	833	172,000	2,169	2,923,000
Nevada	94	279,000	16	27,000	34	8,000	144	314,000
New Hampshire	585	1,492,000	76	121,000	1,638	361,000	2,299	1,974,000
New Jersey ..	6,353	15,882,000	1,629	2,920,000	28,032	6,586,000	36,014	25,388,000
New Mexico ...	166	298,000	30	46,000	128	28,000	324	372,000
New York ...	22,428	61,843,000	4,749	8,016,000	68,396	16,620,000	95,573	86,479,000
N. Carolina ..	2,302	5,340,000	325	406,000	6,828	1,182,000	9,455	6,928,000
N. Dakota ...	376	789,000	31	53,000	19	3,000	426	845,000
Ohio	9,117	22,545,000	2,230	3,705,000	25,542	5,529,000	36,889	31,779,000
Oklahoma ...	1,172	3,355,000	172	407,000	1,054	245,000	2,398	4,007,000
Oregon	1,084	2,727,000	180	321,000	601	124,000	1,865	3,172,000
Pennsylvania .	15,141	38,908,000	3,442	6,483,000	52,327	11,730,000	70,910	57,121,000
Rhode Island .	1,102	2,943,000	200	229,000	5,494	1,233,000	6,796	4,405,000
S. Carolina ..	1,468	3,111,000	293	274,000	4,573	850,000	6,334	4,235,000
S. Dakota	365	810,000	26	55,000	24	5,000	415	870,000
Tennessee ...	2,129	5,732,000	422	717,000	6,585	1,119,000	9,136	7,568,000
Texas	4,168	10,791,000	840	1,520,000	7,584	1,278,000	12,592	13,589,000
Utah	527	1,105,000	119	206,000	469	109,000	1,115	1,420,000
Vermont	441	1,067,000	35	34,000	693	162,000	1,169	1,263,000
Virginia	2,549	6,214,000	389	534,000	8,420	1,344,000	11,358	8,092,000
Washington ..	1,809	4,047,000	332	607,000	1,470	328,000	3,611	4,982,000
West Virginia	1,189	3,416,000	566	692,000	2,295	504,000	4,050	4,612,000
Wisconsin ...	2,949	7,992,000	625	878,000	4,113	943,000	7,687	9,813,000
Wyoming	158	381,000	22	51,000	45	11,000	225	443,000
Total U. S..	146,734	\$368,410,000	33,112	\$54,470,000	383,234	\$84,989,000	563,080	\$507,869,000

Lag in War Clause Move Widens Use of Aviation Riders

Because there has been so little disposition for companies generally to adopt war clauses, quite a few medium-sized and smaller companies have been attaching aviation riders to all policies where it seemed in the least likely that the applicant would be subject to the aviation risk, either in the civilian pilot training program or in the army or navy.

Since none of the proposed war clauses would exclude war deaths unless outside of continental United States, it is felt that as far as can be currently foreseen the aviation hazard is much more important than the war hazard. During the last war, despite the spectacular exploits of the aviation branch, the infantry was definitely the most hazardous arm of the service but in the present style of warfare the heaviest

mortality is among the flying personnel.

Training accidents among military and naval pilots introduce a marked extra hazard. The civilian pilot training program has had a good record but the danger is not so much in the extra mortality resulting from the program itself as from unrestricted private pleasure flying after graduation or further training flights if the pilot enters the army or navy air service.

Van Fleet Now Consultant; Gammill in Texas Post

George Van Fleet, actuary of the Texas insurance board since 1935, resigned to become consulting actuary and general insurance consultant, with offices in Austin. He will be succeeded by M. B. Gammill, who has been assistant actuary for the last two years.

Mr. Van Fleet received his actuarial training at University of Michigan, then taught mathematics and insurance for six years and was assistant professor of mathematics at Oregon State College for three years. Before going with the board he was for six years assistant actuary of American National.

Millions in Farm Lands Sold to U. S.

WASHINGTON—Farm lands totaling several million dollars in value have been bought from life companies by the defense relocation corporations of various farm states. In THE NATIONAL UNDERWRITER of May 30 it was stated that a great deal of farm land owned by the life companies was under option to the government for this purpose. Many of these deals have now been consummated.

Used for Two Purposes

So far most of the land purchased has not been used for army camps or maneuvering grounds but to provide homes and farms for those whose land the government had to take over for military purposes. However, there are reports that land in the section between Des Moines and Ames, Ia., is being purchased for a camp location. It is reported that a total of about \$7,000,000 was made available for purchases of farm lands in four midwestern states.

Defense Priorities Plague Mortgage Loan Commitments

Classification of New Construction's Status Is Awaited by Companies

Defense priorities are looming as an increasing headache for life company mortgage departments. The problem arises particularly in connection with mortgages under which the company advances one or more payments during construction and then the contractor is unable to complete the building because of inability to obtain steel for roof beams, for example, or copper for piping. Mortgage men are hopeful that the government will soon clarify the situation so that builders, property owners, and mortgagees can know where they stand.

Even though a completion bond is usually given by a builder where a life company is the mortgagee there is considerable question whether the bond would be held to apply if construction were halted by inability to get materials because of the priority situation. Another difficulty is that a partly constructed building deteriorates very fast if it is left at that stage for any great length of time.

While the situation is the most serious in cases where the life company has advanced money during the course of construction it is also bad even though payment is conditional upon completion of the building. Naturally a company does not like to be in the position of refusing to make payments at the time scheduled no matter how valid its reasons. A distressing situation is created and no life company likes to have any part in it.

Supposedly construction of commercial buildings or homes will have priority in defense areas but even this has not yet been clarified.

Provident Life Convention

A gain of 21 percent in new paid-for business for the first six months and an increase of 8.7 percent in insurance in force was reported by F. L. Conklin, vice-president of Provident Life of Bismarck, N. D., at the silver anniversary agency convention at Breezy Point Lodge, Minn., Monday.

Leading producers and agency managers from northwest states were in attendance. The business part of the program was in charge of Joseph Dickman, manager of agencies with E. B. Thurman, general agent of New England Mutual Life in Chicago, as guest speaker. A delegation from the home office attended as well as the wives of many of the agents. The convention closed with a banquet at which Dr. Hugo Kosloff, Russian surgeon and statesman, was the after-dinner speaker.

Commissioners Confer in N. H.

MANCHESTER, N. H.—Insurance commissioners from New England and Canada and other insurance executives held a joint semi-annual session here for discussion of current problems of the business, with Commissioner Rouillard of New Hampshire as host. Among the others present were Georges LaFrance, Quebec; C. F. J. Harrington, Massachusetts, accompanied by Actuary Arthur Cleary; Deputy Commissioner A. D. Pingree, Vermont; Deputy Commissioner H. N. Morin, Rhode Island; Vice-president Scott Harris and Actuary Earl Nicholson of Joseph Froggatt & Co., New York.

John Hancock Field Men Are Gathering

General Agents Association Meets in Chicago,
Aug. 25, Host to Agents

The General Agents Association of John Hancock Mutual Life will hold its annual meeting in Edgewater Beach Hotel, Chicago, Aug. 25, and the annual gathering of agents will be Aug. 26-28, R. M. Williams, Little Rock general agent, is president of the general agents, who will be host to the agents, and will preside. President Guy W. Cox is expected to head a delegation attending from the home office which will include Paul F. Clark, vice-president; J. H. Wood, manager of general agencies, and other officers and agency assistants.

Other Association Officers

Dwight Sayward, Portland, Me., is vice-president of the general agents association; Clarence W. Wyatt, Boston, is treasurer, and Henry S. Stout, Dayton, secretary. The directors include Dan W. Flickinger, Indianapolis; Harold G. Saul, Los Angeles; John A. Witherspoon, Nashville, and Manuel Camps, Jr., New York City.

Mrs. H. H. Kirby, winner of the 1940 essay contest offered as a part of the Arkansas observance of "Annual Message Week" will speak on "Life Insurance in Action."

The general agents association will go into session Monday morning with President Williams presiding. This extra day for general agents for the general convention was initiated last year. The general agents trustees will hold a meeting.

The convention proper opens Tuesday morning. President Cox will hold a

Program Chairman



A. J. McANDLESS

A. J. McAndless, president Lincoln National Life, is program chairman for the annual meeting of the American Life Convention to be held at the Edgewater Beach Hotel in Chicago the week of Oct. 6. Mr. McAndless is an A.L.C. director and one of the most prominent executives in the life insurance field and is headed toward the presidency of the organization.

reception in the evening followed by the President's Dinner.

A general agents breakfast will be held Wednesday morning, followed by three round table meetings, these having proved profitable and being well re-

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Columbus Mutual Agency Rally Largest in History

Valuable Material Is
Offered at Niagara
Falls Convention

By LEVERING CARTWRIGHT

NIAGARA FALLS, ONT. — The annual agency convention of Columbus Mutual Life here this week was the most largely attended of any such gathering in its history. About 150 agents registered and the entire group numbered about 300. The large attendance is significant in that each agent has to make something of an investment of his own. The company grants an allowance per thousand dollars of production towards convention expenses, but with a ceiling, so that even the top producer is not completely reimbursed.

Thus each agent present came because he expected to get real value from the sessions and the intentness of the field men was apparent throughout.

Convention Is Divided

Particularly well received was the session Tuesday morning which had been arranged by James A. Preston, sales manager, with the aid of a slide rule and pair of dividers. The conventioners were divided into four groups of equal number and each group assigned to a different room with a presiding officer. There were six teams of speakers totalling 13, each team escorted by a home office man, who served as introducer. Each team appeared at each of the four rooms, giving the same presentation at each and each appearance was held closely to 30 minutes.

The result was that the small groups were placed in intimate contact with the speakers, questions were asked more freely and the speakers could be held to seven or eight minutes without giving offense.

Even Mr. Preston had misgivings that this elaborate arrangement might bog down at some point, but it came off splendidly.

Presidential Address

What might be termed the state paper of the convention was given by President D. E. Ball at the opening session Monday afternoon. Mr. Ball indulges in no oratorical flourishes, but whatever he says is the result of reflection and his message is always closely followed.

Mr. Ball announced that the convention next year will be held in the home office city. By that time the new home office building will have been completed. He was able to report an excellent record for the first six months. New business amounted to \$7,496,686, a gain of \$1,154,640 or 22 percent as compared with the parallel period last year. Insurance in force increased \$4,473,671 and now amounts to more than \$146,000,000. Assets exceed \$39,000,000.

Looks Back 25 Years

"The situation which confronts us this year has many points in common with that of 25 years ago when our country was step by step being led into active participation in the first world war," Mr. Ball declared. "There are, of course, points of difference such as the fact that our country was practically free from national debt then while

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Helping Build Estates

Toiling in the vineyards of life insurance salesmanship are quite a few men who had received legal training, who had been members of the bar, and who eventually changed over to underwriting as a full-time job.

We know of one in particular who had been very successful as an attorney, and he was asked what it was that had caused him to change over to selling life insurance. His answer emphasizes a thought that has always been an inspiration to people in the life insurance business:—

"As a lawyer, I had many very sad duties to perform in the field of economic adjustments. In one instance I was the administrator of the estate of a man who once had been a very wealthy man. During his prime he had had written a will disposing of a million dollars. However, he had died at the wrong time, so that his estate came to only \$20,000. It was my job to try to administer a million dollars worth of needs with only \$20,000 of cash. But it was too late to help that situation. I was trying to do the impossible.

"As a result of that experience I came to a decision to do my work in a field wherein I could be instrumental in helping to create estates, estates which would not dwindle. I wanted to help to build, rather than attempt to spread fragmentary portions of crumbled estates. So I turned to underwriting."

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Claim Association Speakers Selected

Distinguished Array of Talent Scheduled for Atlantic City Parley

The program for the annual meeting of the International Claim Association which will be held at the Ambassador Hotel at Atlantic City, Sept. 8-10, has been announced. Owing to the death of C. E. Anstett of the New York Life, who was president, P. J. O'Connor, General American Life, St. Louis, the vice-president, will be in charge. L. L. Graham of the Business Men's Assurance is secretary. The executive committee consists of W. R. Hein, State Mutual Life; G. M. Day, Connecticut General Life; A. G. Fankhauser, Continental Casualty; D. J. Reidy, Guardian Life of New York; Lee Wilks, Lincoln National Life; F. T. Bernhard, Home Life of New York; F. L. Templeman, Maryland Casualty.

Holgar J. Johnson of New York City, president Institute of Life Insurance, will have as his subject "Claims Help Create Public Attitude." Mr. Johnson has made a real success as head of this organization. Berkeley Cox, associate counsel of the Aetna Life, who was appointed chairman of a committee by the Association of Life Insurance Counsel to study the question of community property and its relation to life insurance, will talk on "Claim Settlements in Community Property States." He became associated with Aetna Life in 1925 as attorney at the head office.

Prosecutor McDevitt Will Speak

V. P. McDevitt, assistant prosecutor of Philadelphia, will talk on the "Arsenic Murder Ring." He is a member of the law firm of Burch, McDevitt & Watters of Philadelphia. He became assistant district attorney in January, 1935. He has been in charge of other important cases such as the investigation of the minor judiciary of Philadelphia county, the obscene literature drive and the investigation and prosecution of the straw bail ring.

Col. L. A. Johnson of the law firm of Steptoe & Johnson of Clarksburg and Charleston, W. Va., who was assistant Secretary of War from 1937 to 1940, will be one of the star speakers of the occasion. He served as national commander of the American Legion in 1932-33.

Panel Discussion

J. D. DeWitt will preside at the panel forum discussion. He has been connected with insurance claims for many years. He went with the Travelers as a field man in 1925 and later was made supervising adjuster of the claim office in New York. In 1940 he was transferred to the home office where he is assistant manager of the claim department.

Roger P. Ganier, Chicago, district inspector New York Life, will have as his subject "Investigation of Disappearance Cases." He became associated with the company as inspector in 1927 and in 1930 was made district inspector in Chicago. He was president of the Chicago Claim Association for the year ending 1940.

Veterans Insurance Question

Question: Is it possible for the owner of one of the old veteran's insurance policies to apply the present cash value to the purchase of a government life annuity for himself?

Answer:—United States converted policies do not provide for use of the cash value to purchase an income for the insured. It may be that public demand will cause the veterans' bureau to allow such use of cash values in 15 or 20 years from now when the veterans begin to reach the retirement age in large numbers. But that is only a hope.

Pacific Mutual's Leaders Announced

Officers of the Big Tree Club of Pacific Mutual Life, who won their places by being the leaders in production, are



DAVE J. COHN

classified as the Top Stars of the company's field force.

President of the club is General Agent Dave J. Cohn of Miami, Fla., who placed business in excess of \$1,000,000 for the club year. This is his second appearance among the Top Stars.

Mrs. Hilda J. Meade of the J. M.



MRS. HILDA J. MEADE

Gantz agency of Cincinnati not only led all women producers of the company but also ranked second only to President Cohn among all producers, and becomes first vice-president of the club.

Other vice-presidents are: C. P. Hochstadter, Gantz agency; E. I. Rappaport, Rappaport agency, Chicago; R. E. Denman, Gantz agency; C. R. Tate, Dreyer agency, Oakland, Cal., and A. L. Geller, Baumann agency, Houston, Tex.

Greater Uniformity Urged

TORONTO—In a report of the committee on annual statement blanks which will be presented at the annual conference of the Association of Superintendents of Insurance of Canada here Sept. 15-18, G. N. Shephard, secretary, urges greater uniformity in annual statements.

Life company reports are now standardized in Manitoba, New Brunswick, Ontario and Quebec. Mr. Shephard urged that the other provinces follow suit. A separate report on annuity contracts is recommended by Mr. Shephard.

Order four copies of Albert Hirst's "When a Man Dies" for \$1 from National Underwriter.

Agent Should Stick to Fundamental Job

Sell Insurance, Bendiner Tells Provident Mutual Agents

"The underwriter of today is under constant temptation to be diverted from his main objective through discussion of the foreign situation, the problems of national defense, and the arguments of isolationism vs. interventionism, but the successful underwriter will reach his goal only if he sticks to his major job—that of selling life insurance," said Irvin Bendiner, Philadelphia attorney and underwriter, at the Provident Mutual round table at Mackinac Island, Mich.

"Keep away from a discussion of debatable subjects as best you can," advised Mr. Bendiner, "because after all you are not in a position to have possession of all the necessary facts. When you do not have the facts, you can gain nothing by argument. By swerving from the main path of your job—that of selling life insurance—you can do yourself and your future immeasurable harm."

Taxes, Luxury Buying

"There are some things, such as governmental policies in regard to taxation, in which the agent may exert some influence, both through his legislators and through his policyholders, but here, too, he must never allow these things to swerve him from his real objectives," Mr. Bendiner said.

"We should be careful in criticizing so-called luxury buying. The fellow who is buying an automobile, a refrigerator, or a radio does not regard them as luxuries. He will continue to buy them, regardless. The speculator will also continue to speculate, even in the face of higher living costs. There is an emotional desire to have these things."

"At the same time the man in the street is worried about his wife, his children, his home and himself. In that state, his emotions and not his reason make him buy life insurance. Appeal to his emotions," said Mr. Bendiner, "and sell him."

C. V. Anderson, star Provident Mutual producer from Cincinnati, also expressed similar views regarding participation of underwriters in civic affairs. "We should take part in these things, unselfishly, and we will find that our prestige grows," Mr. Anderson observed. "But it is necessary to remember always that civic work should not get away from the principal purpose of your working. Tie in the two together, but don't let anything divert you from the main goal."

Dr. Samuel Stevens, president of Grinnell College, pointed out that people as never before are seeking security. That security for themselves and their families can be found in life insurance gives the underwriters of today an unusual opportunity.

Income Isn't All

Theodore Widing, Philadelphia agent, presented a thoughtful talk on the substantial agent and his client. He sought out ten of his most influential clients and asked them to define what a substantial agent was. Much to his disappointment, he found that they all said primarily the same thing: that a substantial agent is one with a good income.

"While this conception may be correct from a factual point of view, it is a big mistake for the underwriter to concentrate his attention on his income rather than on the service he can render his client, for unless he approaches his client from the point of view of service rendered, the chances are that his income will not grow to the point of substantiality."

"It is obvious," continued Mr. Widing, "that our concern is not that of qualifying life insurance as a profession, but rather that of qualifying the life insurance underwriter as a professional man."

Restricted Market Seen for Bonds of Savings-Loan Units

NEW YORK—In spite of being guaranteed by a federal agency and yielding approximately 3½ percent, certificates of federal savings and loan associations have not found much favor with eastern life companies. A campaign was recently initiated by Newell J. Nessen, president of Quaker City Federal Savings & Loan Association of Philadelphia to induce wider purchase of these certificates among life companies. It seems unlikely that there will be much change in attitude in this section of the country.

One drawback to the certificates is that although their yield of approximately 3½ percent puts them almost on a par with FHA loans at 4½ percent because of the expenses involved in handling the latter, the FHA loans have the advantage of permitting the companies to inspect the properties on which each FHA loan is to be granted before deciding to accept it.

Guarantee Virtually Ignored

A life company making an FHA loan actually pays little attention to the FHA guarantee but scrutinizes the risk just as closely as if there were no guarantee. The objection to the federal savings and loan certificates is that while they are guaranteed by the Federal Savings & Loan Insurance Corporation, a government agency similar in its setup to the Federal Deposit Insurance Corporation for banks, there is no way in which the investor can exercise the same control and scrutiny over the assets back of the certificates as is possible with FHA loans.

Federal savings and loan associations are the successors to building and loan associations, many of which folded up during the depression. Where they are not the direct successors they fill the place formerly held by these building and loan associations. This function is to make small loans, usually of a size and type which life companies would not care to handle but which the building and loan association, being local, can appraise and on which it can usually show a good experience. One angle that would have to be considered in investing in loan association certificates would be the extent to which its assets represented properties taken over from defunct building and loan associations.

South African, Known in U. S., Tells of War Service

L. David Levy of Nairobi, Kenya Colony, British East Africa, a million-dollar producer for the South African Mutual Life, who spent some time in the United States two years ago, is in active service in the British army and passed through the Somaliland-Abyssinian campaign without mishap.

He reports that, according to last advices from the South African Mutual Life, its business is increasing in spite of the war and the many members of the field staff now on active duty. The company is not covering war risk. His company is paying to all its representatives on active duty their full pay less what they are drawing from the army.

Mr. Levy reports that he and his "buddies" would be grateful for any papers, periodicals, books or any other reading matter that might be sent to them and which could later be passed on to the hospitals. His address is P. O. Box 359, Nairobi, Kenya Colony, British East Africa.

Life insurance selling is a business—but life underwriting is distinctly a profession requiring special knowledge, ability, skill and sincerity, in order that individual problems of clients can be properly answered."

Bureau Is Formed to Study Pensions

Noted Underwriters Join in New Medium for Handling Employees' Plans

A small group of top life underwriters has been instrumental in the formation of Compensation Research Bureau, a new organization with headquarters in 221 North LaSalle street, Chicago, devoted to the development of pensions, bonus and profit-sharing plans.

Any life underwriter duly authorized by a corporation may make the facilities of this new bureau available to the corporation, if desired, according to N. H. Seefurth, executive director of the bureau.

Compensation Research Bureau was initiated with the appearance of a full-page advertisement in "Fortune" directed especially to executives of industrial and business concerns.

Those Who Formed Bureau

The group of organizers, acting under the leadership of Ben S. McGiveran, general agent Northwestern Mutual Life, Eau Claire, Wis., comprises: Louis Behr, Equitable Society, Chicago; H. Kennedy Nickell, Connecticut General, Chicago, chairman of the Million Dollar Round Table, National Association of Life Underwriters; John O. Todd and Malcolm D. Vail, both of H. S. Vail & Sons, Chicago, representing Northwestern Mutual; Robert P. Burroughs, general agent National Life of Vermont, Manchester, N. H.; Stanley E. Martin, general agent State Mutual Life, Dallas; Ron Stever, general agent Equitable Society, Pasadena, Cal., and W. Everett Rowley and J. Vincent Talbot, co-general agents Northwestern Mutual, Newark.

All are million dollar producers. Messrs. McGiveran and Martin have been on the program at National association meetings, as well as at many state sales congresses. Mr. Todd has spoken extensively. Mr. Burroughs is on the executive committee of the Million Dollar Round Table and is in line for election as chairman. Mr. Stever also is on the executive committee and is moving up the line. Mr. Behr is originator of the Behr prospecting system, published by "Diamond Life Bulletins."

Seefurth Makes Statement

"The underwriters responsible for the formation of Compensation Research Bureau," Mr. Seefurth explained, this week, "have each individually done considerable work in the field of employees' trusts. Furthermore, they have been associated in a more or less informal way for a number of years. It was only natural, therefore, when the need for an independent consulting service became evident, that they should combine to make the organization possible."

"Many, if not most, pension plans and a large number of bonus and profit-sharing plans involve the use of life insurance or annuity policies in some form or another; however, the subject is too broad for any individual underwriter. All of the phases of a case—making a study, the installation and the subsequent administration—involve an organization or staff job."

"The services of an actuary are often required. The employer's accountant and lawyer usually desire assistance. There are legal and tax questions and matters which concern a number of government regulatory bodies."

"Another reason behind the formation of Compensation Research Bureau is the fact that to do a professional job an organization should not be dedicated solely to one idea. Determination of a proper plan rather than espousal of any preconceived plan is the proper approach. A plan may involve the use of the group annuities. It may be a trust of in-

Luxury Buying Is Well Under Way

MINNEAPOLIS—A luxury buying "spree" is getting under way, with the average worker family's surplus over living costs nearly doubled in the past 12 months, and defense priorities threatening many so-called non-essentials. The American public is surging forward to buy more jewelry, furs, pianos, luggage, and recreational items such as sporting goods, according to a study of current surplus income expenditures by Northwestern National Life.

Although defense priorities already loom over automobiles, electric household appliances and many other lines, and army demands affect available supplies for civilian clothing and other industries, the survey as yet finds little or no evidence of excessive stocking up by consumers so far this year; instead the rising tide of buying only partially reflects the phenomenal expansion in the average worker's surplus spending power.

However, the study points out, the mobs of buyers at hosiery counters immediately after restrictions were clamped down on Japanese silk may well be a sample of what will happen in other lines as consumers become convinced that the supply will be cut off.

Two Join "Southwest Insurer"

Hugh Sawyer has become production manager of the "Southwest Insurer" of Dallas and will devote his entire time to contact work in the advertising and circulation departments. He has been director of public relations of Republic National Life of Dallas.

Manning Grinnan has been appointed editorial assistant. He was in Europe for five years immediately prior to the outbreak of hostilities and was a free lance newspaper correspondent attached to the German army when it moved into Prague.

Foreign Report Blank Issued

NEW YORK—Insurance companies and business houses generally have now received copies of the blanks on which they are to report to the Federal Reserve Bank, not later than Sept. 30, any interest they may have in foreign-owned property in this country. The insurance offices will use Form H, on which they will report policies, pensions and annuities issued and claims arising thereunder with respect to foreign owners.

Leads Company for July

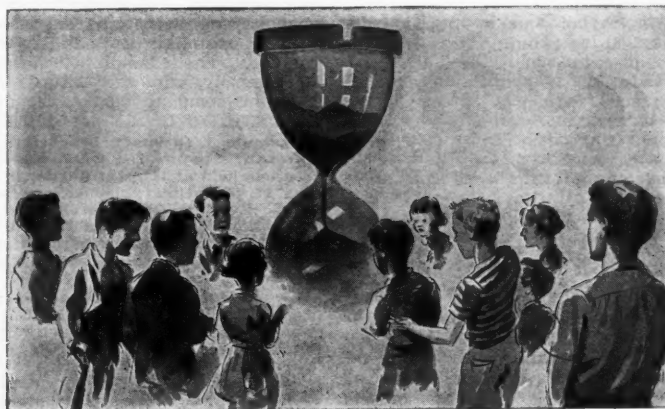
The A. V. Youngman agency in New York City led all Mutual Benefit Life agencies for July with \$1,040,000 paid business. It stands second in production for the year to date, with a total of \$4,098,500, a 21 percent increase.

Leader in paid volume for the year to date is Marcus D. Mason with \$343,000. Leader in paid lives for the year is C. W. Wunder, with 43.

dividual policies. It may be a trust without the use of insurance or annuity policies. Or no trust of any kind may be involved.

"Despite the fact that the services of Compensation Research Bureau may be available to a corporation through a life underwriter, the bureau represents the corporation. The underwriter must abide by the decision of Compensation Research Bureau's staff as to the character of the study and the type of plan to be presented. The whole objective is to eliminate the matter of pressure on the client and to present a factual effort rather than a sales document."

It is understood that Compensation Research Bureau has made studies of plans that have been installed by some of America's leading corporations and a large number of studies are under way covering plans that are scheduled to be installed during the next six months.

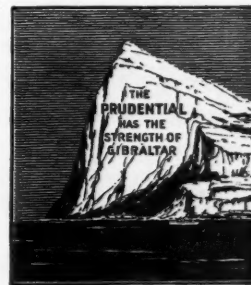


Time Is Constant

Years are swift, and almost before they know it these little "tykes" will be carrying the burdens of grown-ups.

All children should be properly equipped for that great adventure.

Any father can see to it that his son or daughter will be educated by acquiring life insurance for that purpose.



The Prudential
Insurance Company of America

Home Office, NEWARK, N. J.

Acacia Puts Out New Option Blank

(CONTINUED FROM PAGE 1)

in order to make an impression on the customer, rather than to accomplish the customer's wishes.

The saving of time in the legal department at the home office, with the Acacia plan, is almost beyond belief. Ordinarily every application with a "homemade" settlement agreement has to go through the legal department before the policy can be delivered. When the Acacia blank comes in, it does not even have to go to the legal department, because the "orthodoxy" of the settlement is revealed by the fact that the company blank is used.

Adopted About Year Ago

Practically the present plan was adopted by Acacia Mutual about a year ago. A few "bugs" developed in practice, but the faults revealed during the first year have now been eliminated and the company feels that the present blanks will take care of the vast majority of all settlement option cases.

Along with the blank reproduced herewith, the company has put out a separate blank for its educational plan, providing great flexibility in the provision made for the education of children. The educational plan can be used alone on a separate policy for educational purposes, or it can be used along with the regular plan to provide for the educational feature.

In order to help its agents grasp the simplicity of the settlement agreement plan Acacia prepared 12 examples each on a separate slip, and to each was attached a blank filled in to bring about

the results stipulated in the example. The 12 examples are reproduced here. In reproducing the blanks handwritten symbols have been lettered in, so that a reader can follow the "fill-ins" for each example. The examples furnished by the company, with the "fill-ins" drawn from the company blanks, are as follows:

Example 1 (primary beneficiary): At his death, the insured wants the policy proceeds held at interest during the lifetime of the primary beneficiary who is to receive interest monthly, is to be given the right to make limited withdrawals and the right to elect settlement under another option. Agent fills in or checks a, h (wife), i, j, k, o.

Example 2 (primary beneficiary): The insured wants the proceeds held at compound interest subject to withdrawals, for as long as possible. If the primary beneficiary outlives the period and any funds remain, she is to be given the right to select any settlement the options will permit. Fill in or check a, d, h (wife), i, j, k, o.

Example 3 (primary beneficiary): The insured wants to provide his wife with an income for at least 10 years. All of his insurance must be used for this purpose. He owns insurance in companies X, Y and Z. Option C, 10 years, will assure a proportionate contribution by each company, and payments from each company will continue for an identical period. Fill in or check a, h (wife), i, l.

Example 4 (primary beneficiary): The insured owns \$5,000 of insurance. Therefore he wants his wife, the primary beneficiary, to receive \$100 per month as long as the fund will last. Fill in or check a, d (exhausted), e (\$100 per month), f (not), g (blank line), o (none).

Example 5 (primary beneficiary): The insured's wife is his only dependent. He owns a substantial amount of life insurance and she is age 53. He wants to assure her the maximum monthly income for life, Option E. Fill in or check a, h (wife), n, n (10).

Example 6 (primary beneficiary): The insured owns \$10,000 Acacia insurance and a \$75, 10 year family security agreement dated 5-1-41. He wants to provide his wife with a minimum income of \$100 per month as long as he can. His wife is to have the right to make emergency withdrawals not exceeding \$300 per year. Fill in or check a, d (until May 1, 1951), e (\$25 per month), f (not), g (blank line), h (wife), m, m (\$100), o (\$300 per year).

Example 7 (primary beneficiary): The insured is entitled to social security benefits. His estate has been planned so as to adequately protect his wife and children until his youngest child is aged 18, July 5, 1953. At that time his wife will be 53. No provision has been made to provide his wife with an income for the 12 years between age 53 and age 65, during which period there are no social security benefits. The insured wants to fill this no income gap with insurance payments. Fill in or check a, d (July 5, 1953), e (none), f (not), g (blank line), h (wife), i, l (12).

Example 8 (primary beneficiary): Prospect A has a wife, age 40, and a son, age 9. The Calc-Estator discloses the following: Dial 1—cash immediately—\$1,000. Dial 2—readjustment—not interested. Dial 3—family income \$150 per month for 10 years. Dial 4—income for wife—\$50 per month. In addition the insured wants a four year educational program for his son. He wants \$60 per month for each of the regular school months and \$150 in September and February. The educational tables disclose this requires \$3,200. You sell a plan consisting of a \$5,000 whole life policy, a \$10,000 20 year term rider and a \$150, 10 year, family security agreement. The

family security agreement takes care of the family income need and the other needs are covered from the policy and 20 year term rider as illustrated in the attached agreements. This requires two blanks, the one shown herewith and an "Educator Plan." On blank shown herewith fill or check a (118/150 of the proceeds of policy No. xxx), b (\$1,000), d (the expiring date of the F. S. agreement), e (none), f (not), g (blank line), h (wife), n, n (20). Also fill in or check "Educator" blank.

Example 9 (1st contingent beneficiary): The insured wants any funds which may become due his children held at compound interest, subject to limited withdrawals, until they respectively attain age 21 and then each share is to be paid in cash. Fill in or check p, r, r (21st), x (\$300 per year), y (Mary Doe, wife of the insured), z (the lawful children of the insured).

Note: If the insured wanted the money paid immediately in cash, regardless of the beneficiary's age, the 1st block would be "X'ed." Again, if the insured wanted the money held at compound interest for a certain number of years (10, 20, etc.), regardless of the age of the beneficiary, the 3rd block would be "X'ed." Withdrawals are available if either the 2nd or 3rd blocks are "X'ed." Only one of the three blocks is to be "X'ed" in any plan.

Example 10 (1st contingent beneficiary): The insured wants any funds which may become due his children paid to each at the rate of \$50 per month. He does not want this income to begin, however, until the end of the family security period (May 1, 1951). Each child is to have the right to make withdrawals from his or her share not exceeding \$300 per year, thus providing for emergencies. Fill in or check t, u (\$50 per year), w (May 1, 1951), x (\$300 per year), y, z.

Note: If the insured wanted the income to begin immediately, the 1st subparagraph would be "X'ed" instead of the 2nd.

Example 11 (1st contingent beneficiary): The insured's children will be

ACACIA PLANNED SECURITY	
Proceeds Held By Company	It is AGREED by the Acacia Mutual Life Insurance Company and the insured that at the death of the insured the proceeds of Policy <u>2</u> shall be held by the Company and settled in accordance with this agreement. Excepting any benefits payable under a Mortgage Retirement or Family Security Agreement, the policy proceeds to be settled hereunder shall include any death or accidental death benefits payable under any and all supplementary agreements attached to said policy or policies.
Free From Creditor Claims	THIS AGREEMENT and the proceeds retained hereunder shall be subject to and governed by the laws of the District of Columbia. Except as otherwise provided herein, the proceeds of any policy payable under this agreement, or any benefit or payment accruing hereunder shall not be subject to transfer, anticipation, commutation or encumbrance by any payee hereunder and shall not be subject to the claims of creditors of any payee hereunder, nor to legal process against any such payee.
Interest and Installment Rates	Interest and installment rates applicable to the proceeds of any policy or policy rider being settled hereunder shall be determined from the death benefit settlement options of the policy or policy rider from which the proceeds are derived, or if no settlement options appear in any such policy, in accordance with the death benefit options most favorable to the beneficiary contained in policies issued by the company prior to January 1, 1938. Unless provision is made for payment, interest, including any excess interest, shall be added to and become a part of any proceeds or unpaid balances thereof which are being held by the company.
Clean-Up Fund	\$ <u>5</u> of said proceeds shall be paid immediately to the primary beneficiary, if living, otherwise to the insured's estate.
Special Protection Period	THE BALANCE OF SAID PROCEEDS (HEREINAFTER REFERRED TO AS THE FUND) SHALL BE DISPOSED OF AS FOLLOWS: PROVISION I: (Do not complete Provision I unless a special protection period is desired.) If upon the death of the insured the primary beneficiary be then living, the fund shall be held by the company (Option B) until <u>2</u> or until the death of the primary beneficiary if prior thereto. The period during which the fund is thus held shall be referred to hereinafter as the protection period.
Monthly Income and Income Adjustment Privilege	During the protection period the company shall pay to the primary beneficiary \$ <u>100</u> . Said beneficiary shall <u>have</u> the right to elect to increase or decrease the amount of any monthly payment provided above or, in the event no such payment is provided, to elect to receive monthly payments from the fund. This privilege of election shall not be exercised, without the company's consent, more often than twice during the protection period and the total monthly payment as a result of any such an election shall not exceed \$ <u>100</u> per month. The monthly payments under this provision, if any, shall be charged to the fund and shall begin with the date of the insured's death or upon the beneficiary's election, as the case may be, and shall continue during the protection period or until the fund is exhausted if prior to the end of the protection period.
Income for	PROVISION II: At the end of the protection period, or upon the insured's death if subsequent to such period, or upon the insured's death if no such period be provided, the fund or any unpaid balance thereof held by the company shall be: (Mark with X the plan desired.) <u>X</u> <input type="checkbox"/> Held by the company (Option A) and interest on any unpaid portion thereof shall be paid to the primary beneficiary monthly during such beneficiary's lifetime, and the primary beneficiary shall <u>have</u> the privilege of electing to receive any amount thus held in accordance with any policy settlement option or, with the company's consent, a reasonable combination of such options, subject to the condition that installment payments under Option C or D, if elected, shall not exceed \$ <u>100</u> per month. <u>1</u> <input type="checkbox"/> Paid over a period of <u>1</u> years in equal consecutive monthly installments (Option C). Each such monthly payment shall be paid to the primary beneficiary, if living. <u>m</u> <input type="checkbox"/> Paid at the rate of \$ <u>100</u> per month (Option D) to the primary beneficiary until the fund is exhausted, or until said beneficiary's death if prior thereto. <u>m</u> <input type="checkbox"/> Paid to the primary beneficiary as a life income in equal consecutive monthly installments (Option E) with <u>m</u> year's payments guaranteed.
Withdrawals for Emergencies	PROVISION III: While the fund, or any portion thereof, is being held under this agreement and provided settlement is not being made under Option C or Option E, the primary beneficiary may make non-cumulative withdrawals up to (In granting the privilege of making withdrawals the use of the terms "annually," "year," "per year," etc., shall be construed to refer to a calendar year.)

Settlement if Primary Beneficiary Dies

PROVISION IV: Upon the insured's death if subsequent to the death of the primary beneficiary, or upon the primary beneficiary's death if subsequent to the death of the insured, the fund or any unpaid balance thereof (the commuted value of any unpaid installments certain shall be regarded as unpaid balance) held by the company, shall be apportioned so that one share may be and shall be held for the benefit of each first contingent beneficiary herein named who is then living. Unless a different distribution be provided in the "Designation of Beneficiary" provision hereof, the apportionment shall be in equal shares. The share held for the benefit of any first contingent beneficiary shall be settled with such beneficiary as follows: (Mark A or B with "X" and complete appropriate sub-paragraph.)

A. ☐ The share or any unpaid balance thereof, as the case may be, shall be paid to the beneficiary in a single sum:

1. ☐ Immediately upon said apportionment.

2. ☐ Upon the 21 birthday of the beneficiary, or immediately if such beneficiary has attained said birthday.

3. ☐ Upon the 5 anniversary of the date of said apportionment.

In the event a share to be settled under Paragraph A or B above is not immediately payable, any unpaid balance thereof shall be held by the company (Option B) until the date provided for payment or until the death of the beneficiary if prior thereto.

While a share hereunder, or any portion thereof, is being settled under "A" or "B" above, the beneficiary thereof may make non-cumulative withdrawals up to

X
(In granting the privilege of making withdrawals the use of the terms "annually," "year," "per year," etc., shall be construed to refer to a calendar year.)

Upon the death of a first contingent beneficiary, any fund being held for his or her benefit shall be apportioned in equal shares among the then living first contingent beneficiaries and each such additional share shall be settled with the beneficiary thereof as though such additional share were a part of his or her original share, it being provided, however, that if such beneficiary has received all of his or her original share, the additional share shall be paid immediately in a single sum.

PROVISION V: Upon the death of the last survivor among the insured, the primary beneficiary and the first contingent beneficiary or beneficiaries herein named, the fund or balance thereof remaining (the fund remaining shall include the commuted value of any unpaid installments certain) shall be paid in a single sum to the second contingent beneficiary herein named, or the survivor or survivors of such beneficiary, if any. Unless a different distribution be provided in the "Designation of Beneficiary" provision hereof, such payment shall be in equal shares. If there be no second contingent beneficiary then living, payment shall be made to the executors or administrators of the last survivor among the insured and the beneficiaries herein designated.

Final Disposition

Designation of Beneficiary

PRIMARY BENEFICIARY 4 Name and Relationship _____
FIRST CONTINGENT BENEFICIARY 2 Name and Relationship of each _____

SECOND CONTINGENT BENEFICIARY _____ Name and Relationship of each _____

THIS AGREEMENT, in so far as it applies to a policy or policies in force, shall be effective upon the execution of the agreement by the company at its Home Office in Washington, D. C. This agreement shall be subject to the company's rules relating to the settlement of death benefits, provided a copy of such rules is made a part of the policy when this agreement is attached thereto. The insured specifically reserves to himself during his lifetime the right to exercise all the rights, options and privileges, including the right to change any beneficiary designation and to revoke or modify this agreement, with respect to any policy payable hereunder.

Dated at _____ this _____ day of _____, 19 _____

ACACIA MUTUAL LIFE INSURANCE COMPANY

Insured _____ By _____ Assistant Secretary

Witness _____ Address of Witness _____

TO HOME OFFICE: Return Endorsed Policy To Insured ☐ Branch ☐

entitled to social security death benefits approximating \$20 per month each until they respectively attain age 18. If his wife, the primary beneficiary, dies he wants each child to receive \$50 per month, a part of which, prior to age 18, will be made up from the social security payments. Fill in or check t, u (\$30 per month until age 18 and \$50 per month thereafter), v, x (none), y, z.

Example 12 (1st contingent beneficiary): Any funds which may become due the insured's children, is to be paid each child at the rate of \$25 per month beginning immediately. Each child is to have \$300 per year available through withdrawals in case of emergencies with provision for increased withdrawals on or after their respective 18th birthdays to enable them to attend college. Fill in or check t, u (\$25 per month), v, x (\$300 per year until age 18 and \$750 per year thereafter), y, z.

WILSON GIVES PRAISE

Warner Wilson has issued this statement on the Acacia Mutual move:

"I am pleased beyond measure to learn not only that Acacia Mutual has announced the use of standard flexible agreements, but more particularly, that the company has presented them in printed form with fill-in space for the names of the primary and successive beneficiaries. Moreover, they have prepared attractive sales documents with attached perforated settlement requests. "I congratulate most highly the officers of the company who have been responsible for what I truly believe is the most epoch making step for the welfare of policyholders and their beneficiaries since family income policies were presented ten years ago.

"It is very evident that someone has spent a considerable amount of time in 'thinking through the problem,' and that such person with other responsible officials have found a very practical solution to that problem.

"Any experienced person, after seeing Acacia's printed form, must be deeply impressed with several very tangible benefits which will result from their use:

"1. The enormous amount of time which will be saved in home offices, in agency offices, and by field men.

"2. The thousands of dollars needlessly spent by not adopting some such plan.

Will Avoid Delays

"3. The money value of the prestige gained by eliminating the unnecessary delay in completing the case for the policyholder. All agents will be very pleased about this.

"4. To use the words of the counsel for one company, the bottle-neck in the settlement option division of the legal department will be broken.

"5. Rewriting of agreements so frequently will be unnecessary.

"6. Unquestionably, more field men will use settlement agreements in intelligent selling, and use them far more often, because they now know they can do a most effective job, as quickly and as well, as they formerly did when they merely 'sold policies.'

"7. Agents' morale and agency morale will be greatly increased, as is already evidenced by the enthusiasm with which the printed forms have been received.

"8. Having made the settlement agreement requests detachable from their attractive sales documents, more cases will be closed, and more commission dollars will jingle in the agents' pockets.

"9. Career men can now take their place in higher production brackets, and still do a good job for their policyholders.

"Undoubtedly other very favorable results could be shown with a little thought, but the ones just mentioned are very apparent.

"I approve the printed forms, and the intended use of them as sales documents, most heartily."

Nearly 150 employees in the home office of the Old Line Life of America, Milwaukee, and their families attended the annual picnic at Brown's Lake near Burlington, Wis.

Pathfinder Takes Steps to Reinsure

Harry V. Wade, general manager of Standard Life of Indianapolis stated that an announcement has been made by Insurance Director Fraizer of Nebraska, of the proposed reinsurance of Pathfinder Life of Grand Island, Neb., by his company.

The directors of Standard Life had not yet voted to proceed with the reinsurance of Pathfinder Life, according to Mr. Wade. Hower, J. R. Schutz, president, and E. J. Barker, treasurer, had made an inspection of the assets and found them to be in excellent condition.

Approval to Be Given

The reinsurance will be consummated when the policyholders of Pathfinder and the directors of Standard Life have given their approval and when the insurance commissioners of both Nebraska and Indiana have consented, and the reserves behind Pathfinder policies have been accepted by Indiana under the compulsory deposit law of that state.

The combining of the two companies will effect great savings and economies to policyholders. The Pathfinder Life and its predecessors have been in business for over 54 years. The company has no bonds in default and its mortgage portfolio is well regarded.

Standard's Assets Doubled

The reinsurance will practically double the assets of Standard Life, giving the enlarged company assets of more than \$1,700,000. The proposed plan contemplates that Standard Life will take over and carry out the policies of Pathfinder without change in the terms and conditions, affording the same loan values, surrender values and privileges as the policies now provide. Likewise, Standard Life has the same rights and privileges in connection with these policies and certificates as Pathfinder and its predecessor did when the policies were originally issued.

No Change in Officers

No change is contemplated in the officers of Standard Life. The officers of Pathfinder Life have not announced what they plan to do. Present officers are Stanley D. Long, president, John E. Hoye, secretary-treasurer.

Notices have been sent to the policyholders of Pathfinder, along with a copy of the proposed contract, of a special meeting to be held Sept. 18. The negotiations for this reinsurance have proceeded with full knowledge of the insurance commissioners of Nebraska and Indiana.

As at Dec. 31, 1940, Pathfinder Life had assets of \$830,227, life insurance reserve \$797,839, surplus \$13,204. Total income was \$181,952 and disbursements were \$246,009. New insurance amounted to \$2,017,858 and insurance in force was \$4,198,083. The mortality ratio was 55.8.

Pathfinder Life is a converted fraternal. It was formerly known as Ancient Order of United Workmen of Nebraska. It was converted into a mutual legal reserve company in 1934. It has been operating in Colorado, Nebraska, Utah, Texas and Wyoming.

Pathfinder Life had been harassed by litigation in recent years.

The first suit was to recover a considerable sum of money that a group of policyholders charged was expended in employing men to canvass the policyholders on conversion to a stock company. Judgment was secured but the case was compromised, and control of the company remained as before. About a year ago two policyholders asked for a receivership, alleging that through decrease in the value of real estate in the assets there was a considerable impairment. They also asked judgment against directors for funds allegedly expended without warrant of law.

On the eve of the trial, the directors enjoined prosecution of the action, on the ground that it was not in good faith but was started to harass the company,

but the supreme court a few weeks ago held the policyholders had a right to maintain the action and that it made no difference what their motive was.

The Nebraska department held an informal hearing on the question of impairment, reported by its examiners. Company officers argued for their valuations of assets but no license was issued in Nebraska last year, although the company continued to sell in several adjoining states.

Continue 1940 Valuation Schedule in Canada

TORONTO—At the annual conference of the Association of Superintendents of Insurance of Canada here Sept. 15-18, Superintendent Lafrance of Quebec, chairman standing committee on the valuation of securities, will recommend that there be no changes made in 1941 in the valuation of securities for use by insurers in completing the annual statements as of Dec. 31, 1941.

Mr. Lafrance states that the committee has given further consideration to the basis of valuation used by insurers for real estate and mortgages but it is not at this time prepared to submit any definite recommendations. He asks the committee be authorized to continue its investigation.

Heads U. S. Chamber Insurance Committee

John L. Train, who was designated as chairman of the insurance committee of



John L. Train

the United States Chamber of Commerce, is president and general manager of Utica Mutual and is also general manager, secretary and treasurer of Allied Fire of Utica.

He was born at Batavia, N. Y. and was educated at Syracuse University. He was connected with the New York insurance department from 1905 to 1914, since which time he has served as general manager of Utica Mutual. He is a member of the Casualty Actuarial and the Statistical Society, and is a director of the First Bank & Trust Company of Utica.

Diamond Life Bulletins increase sales. Write 420 E. Fourth St., Cincinnati.

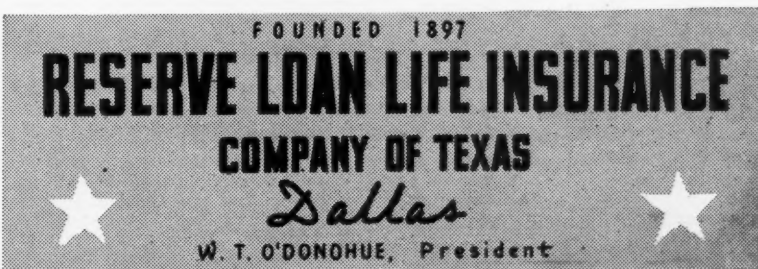


Conveniently located in the heart of a great State—to better serve its policyholders and agents.

Here time-tested, conservative management protects policyholders and agents alike. This strong, progressive company gives full co-operation to its agents—modern underwriting with liberal commissions.

You are invited to join the Reserve Loan Life Insurance Company of Texas. There are a number of attractive Texas territories open to men who have general agency qualifications. Your correspondence is solicited.

**WE WRITE SURPLUS LINES • STANDARD OR SUBSTANDARD
FULL COMMISSIONS • NON-FORFEITABLE RENEWALS
SINGLE CASE AGREEMENT OR CONTRACT BASIS
MODERN UNDERWRITING • REGISTERED POLICIES**



Acacia Field Men in Annual Session

President Montgomery Stresses Confidence Theme—New Sales Tools

Acacia Mutual Life managers and agents held their annual convention at the Homestead, Hot Springs, Va., with President Montgomery and a number of other head office officials on the program.

At a managers' meeting, President Montgomery, who has been directing head for 48 years, compared the recently completed report of the insurance examiners with a similar examination made two decades ago, showing Acacia's insurance in force June 30, 1921, was slightly more than \$86,000,000, while June 30 this year it was \$433,50,752. Assets in 1921 were \$3,610,561, and this year are \$97,070,409; surplus was \$73,023 but now is more than \$4,000,000.

The home office in 1921 was a small, one-story building on H street in Washington; today Acacia owns a large six story home office building across the plaza from the Capitol and has branches in more than 60 principal cities, with over 800 employees as compared to 150 in 1921.

President Stresses Confidence

Sound, effective agency building requires as the first essential of leadership, President Montgomery said, "a conviction in a man's own heart, a conviction that is the source of enthusiasm, determination, energy and confidence."

Sam Mooers, field vice-president, reported on results in the last six months, emphasizing the program for building new quality manpower and the production standard.

Sergeant Burt Langhenry (on leave from his army duties) gave an unscheduled talk about his experiences in life insurance in the army and offered practical suggestions as to how life insurance could be better sold to younger men. When he has completed his army service he will resume his duties as assistant to the field vice-president.

Lee Nashem, assistant to the field vice-president, talked on "Statistics Show That Recruiting Is the Answer." Clarence Fritz, Newark manager and chairman field advisory committee, introduced managers on the committee and reported on its work during a two-day session at the home office preceding the convention.

New Sales Aid Introduced

A new Acacia tool, "The Mortgage Retirement Plan," was presented by Todd Cochran, assistant to the field vice-president, assisted by Unit Manager McCausland of the D. of C. branch. Louis Bates, assistant to the field vice-president, spoke of the training plan, introducing new presentation briefs.

Al Spivack, president William Montgomery Quality Club, opened the second morning session with a talk on powerful sales ideas, and presented President Montgomery.

Lloyd Crippen, vice-president and actuary, spoke on "Underwriting Today," announcing liberalized underwriting practices and a new schedule of occupational ratings.

Another tested sales idea, "The Acacia Social Security Approach," was presented in a round table discussion between Manager Richardson and Dennis Conniff of the Birmingham branch, "Chic" Gove of the D. of C. branch and James Parker of the home office.

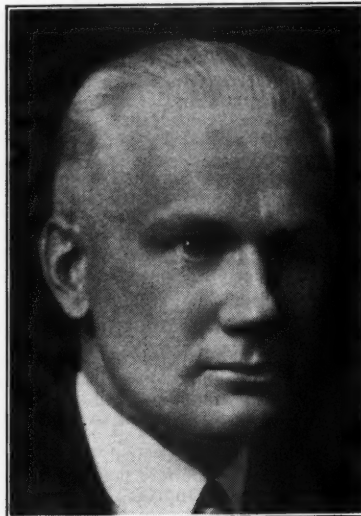
Other New Plans Shown

The "Triple Protection" and "Total Defense" plans based on the new 20 year term policy and rider were presented by Lee Nashem the third morning. Gene Thore, assistant counsel, presented the new "planned security" agreement and new "educator" plan. He

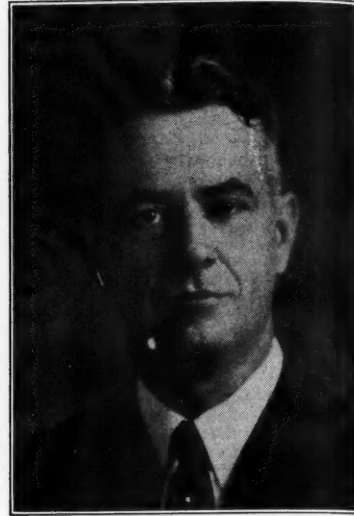
Featured at Columbus Mutual Life Parley



D. E. BALL
President



CARL MITCHELTREE
Vice-president



JAMES A. PRESTON
Sales Manager

has done pioneering work in developing simple, uniform, flexible settlement agreements "Planned security" agreement was hailed as another advance in the simplification of programming.

Charles Kocher, field department, introduced the new pocket rate book developed by a special committee. A new direct mail plan, "Your Washington Correspondent," was introduced by Wilbur Van Sant of Van Sant, Dugdale & Co., Acacia's advertising agency.

Field Vice-president Mooers reviewed the convention program and new sales material available to agents.

The William Montgomery Quality Club held a luncheon with Mr. Mooers as master of ceremonies. President Montgomery presented trophies to winners in the baseball contest and service pins to veterans. Mrs. Al Spivack presented the prizes to winners of the ladies' putting contest. The club officers, members of the field advisory committee and other leaders were introduced by Mr. Mooers.

President Montgomery closed the convention with a talk.

Publish Ohio Laws, Rulings

The Ohio department will soon publish a volume containing all the state laws relating to insurance, bond investment, hospital care and medical care, together with all rulings in effect as of Aug. 1 of this year. It will contain the new insurance laws enacted by the last legislature. This will be the first time that a complete compilation of rulings has been made.

Sewell, Milner Make Change

H. B. Sewell, general agent of Franklin Life at Atlanta, has been transferred to Memphis. Ben C. Milner has been appointed general agent at Atlanta. Mr. Milner has had a number of years' experience in life insurance and is an outstanding personal producer in the southern territory.

App-a-Week Is Like Making Par on Each Hole

In urging agents to pursue the app-a-week objective, President D. E. Ball of Columbus Mutual Life, at his company's agency convention, offered the analogy of the golfer who strives to shoot par on each hole as he approaches it. He has an immediate goal before him rather than the score for the entire course.

"With the weakness of human nature," he said, "we have to resort to these artificial devices such as app-a-week clubs, contests, etc., to make the most of ourselves."



"BUSINESS IS GOOD" — Minnesota Mutual

NEW PAID BUSINESS the first six months of this year was over 20% ahead of the same period last year. Much of the increase can be attributed to the **FAMILY POLICY**, our "All in One" Plan which insures the entire family under **ONE** contract. In addition—

WE OFFER:

1. A liberal agency contract
2. A plan for financing your agency
3. Accounting methods to guide you
4. Proven plans for finding—training agents
5. A liberal financing plan for your agents
6. A unique supervisory system
7. Organized Selling Plan
8. Unusually effective selling equipment
9. Policies for every purpose: Regular — Family — Juvenile—Women—Group—Payroll-Savings, etc.
10. Low monthly premiums

A \$245,000,000 Mutual Company, 61 years old, with an understanding, cooperative Home Office

**THE MINNESOTA MUTUAL
LIFE INSURANCE COMPANY**
Saint Paul, Minnesota

List Speakers for Women's Sessions

(CONTINUED FROM PAGE 2)

Life—Mrs. M. H. W. Bennett, New York Life, Chicago; Estelle G. Bruck, Equitable Society, New York; Agnes M. Bruder, Equitable Society, Chicago; Arley G. Cassidy, Equitable Society, Huntington, Pa.; Edna G. Duschne, Massachusetts Mutual Life, New York; Mabel H. Earl, Equitable Society, New York; Rose Krohngold, Lincoln National Life, Cleveland; Hermine R. Kuhn, Equitable Society, New York; Deborah S. Lewin, Equitable Society, Los Angeles; Corinne V. Loomis, John Hancock Mutual, Boston; Mildred P. Miller, Penn Mutual, Kansas City; Vera S. Reynolds, Equitable Society, Chicago; Helen B. Rockwell, National Life of Vermont, Cleveland, and Helen Summy, Equitable Society, St. Joseph.

Full Day Session for Women

Eight speakers will address the full-day session of women underwriters Sept. 16. Ellen M. Putnam, National Life of Vermont, Rochester, is program chairman.

Selling topics will occupy most of the morning session. Clara McBreen, Equitable Society, Cincinnati, chairman of the national committee of women underwriters, will preside. After Miss Putnam has developed the theme of the program, Elsie M. Matthews, agent for the New York Life at Newark, will discuss "Finding Your Market." Nelson A. White, advertising manager Provident Mutual Life, will talk on "Making Mailings Make Money," and F. L. Zeller, general sales manager Cincinnati & Suburban Telephone Co., will explain "The Use of the Telephone in Developing Prospects."

Dramatizing Interview

Miss Putnam will preside in the afternoon. Dorothy S. Briggs, National Life of Vermont, New York, will talk on "Dramatizing the Interview." Frieda Lotze, head of the English department at Walnut Hills High School, Cincinnati, will discuss "Hearing Ourselves as Others Hear Us," and Helen Norman Smith, head of the physical education department at the University of Cincinnati, will dramatize some sound ideas of "Fatigue and Relaxation." Beatrice Jones will speak on "The Need for a Purpose in Life."

A special meeting of supervisors and assistant managers will be held Sept. 17. M. J. Hamilton, Mutual Benefit Life, Cincinnati, is chairman. Eric G. Johnson, agency vice-president Penn Mutual Life, will speak, followed by a seminar and discussion on recruiting, financing and training of agents.

Entertainment Features

One of the most comprehensive entertainment programs ever planned for a life insurance convention has been arranged by the host Cincinnati association. Ray Hodges, Ohio National, is general chairman.

Thursday afternoon there will be a golf tournament at the Kenwood Country Club, and tennis facilities at the Cincinnati Tennis Club, and swimming facilities at the Kenwood Country Club. A special section also has been reserved for the baseball games, to see the world champion Cincinnati Reds in action. Balls autographed by the team's stars will be given as prizes. A two-hour sightseeing tour also has been arranged.

Thursday night the entire group of delegates will gather on the Roof Garden of the Gibson Hotel for an evening of varied entertainment featured by a basketball game played on donkeys, with prominent underwriters from various sections of the country comprising the team. This is expected to be one of the biggest novelty hits of the meeting.

The President's Ball

Traditionally the premier social event of the National association's convention is the President's reception and ball, Wednesday night. Two of the great ballrooms in the Netherland Plaza Hotel

Republic National Life Program for Convention

DALLAS—Republic National Life opens its agents' convention here Aug. 27 at a general meeting presided over by President T. P. Beasley. The program continues through Friday with M. A. Anderson, director of agencies, as chairman. Ward Phelps, consultant of the Insurance Sales Research Bureau, will conduct a two-day seminar Thursday and Friday. He is an internationally recognized insurance authority. The program reflects a serious purpose throughout, with the producing agents taking active part. Agents and their wives come from the seven states of the middle and southwest. Though planned primarily for a serious purpose, the program is well balanced with daily entertainment of the highest type, with the wives participating in lunches and banquets at the Country Club, with ice review, style show, bridge, automobile tour, music and dancing, and an evening at the "Opera Under the Stars," Dallas being one of the few cities offering this entertainment. The delegates will form the special audience on a WAA-KGKO quiz program.

T. P. Beasley

Republic National Life is closing the most successful year of its 13 years of growth. It is now the third company in Texas in territory served and among the fastest growing companies.

Prudential Makes Promotions

The Prudential has promoted W. J. Cohagan to mathematician; J. E. Booher, H. E. Dow, R. E. Shalen and E. E. Strock to assistant mathematicians.

Holdam Named in Chattanooga

J. V. Holdam has been appointed general agent in Chattanooga by the American United Life of Indianapolis. He has been manager of the Chattanooga Bank building.

Completing Midland Transfer

KANSAS CITY—The insurance departments of Missouri, Kansas and Oklahoma have formally approved sale of Midland Life to Kansas City Life. The \$750,000 paid by Kansas City Life has been entered on Midland's books for distribution to stockholders.

Detailed steps of transferring the business of Midland are now being taken. The Midland personnel will be absorbed by the purchasing company.

A majority of Midland agents have made contracts with the Kansas City Life.

Must Reinsure Business

SAN FRANCISCO — Commissioner Caminetti is upheld by the opinion of Attorney-general Warren in ruling that a "certain mutual life company" may not withdraw from California without reinsuring its outstanding policies in force.

Norbert Murray, who for the past year has been an assistant in the agency department of the Minnesota Mutual Life in charge of its monthly house organ, has resigned to engage in song writing. He has composed several songs and music for them which have attracted the notice of publishers.

will be used. The "double-party" idea will be carried out in full, with a dance orchestra in each room. President and Mrs. Harry T. Wright, together with the other officers of the National association and their wives, will greet the guests. A notable list of entertainers will appear.

Equitable's Regional Rallies Are Now in Full Swing

NEW YORK—Equitable Society's agency educational meetings are now in full swing in various sections of the country and most of the agency department officials are on the go, as it is the custom to have at least one home office official at these gatherings. Many agencies hold their own conferences while a number team up with other nearby agencies. Conferences are usually held at some mountain or lake resort.

Official attending these conventions include Vice-president W. J. Graham, Second Vice-presidents A. G. Borden, Vance Bushnell, Vincent S. Welch and A. B. Dalager; Merle Gulick, director of public relations; and A. P. Carroll, superintendent of the assured home ownership division.

Appreciation for Canadian Gesture

Mackenzie King, prime minister of Canada, has written J. M. Holcombe, Jr., manager of the Sales Research Bureau and secretary-treasurer of the Association of Life Agency Officers, thanking those two organizations for holding their annual meeting in Toronto, the first time in Canada. Prime Minister

King said he appreciated this gesture of friendship for the neighboring country, which is at war.

Victor F. Pettric of the Charles E. Cleston general agency of the Occidental Life in Los Angeles, one of the company's leading producers, is well on the way to recovery at the U. S. Veterans Hospital, Sawtelle, Cal., after suffering the amputation of his left leg above the knee. He has been ill for some time and it became necessary to perform the amputation. Mr. Pettric is a member of the Million Dollar Round Table.

Lloyd J. Lynch, San Francisco general agent of John Hancock Mutual Life, was a visitor in Chicago this week, conferring with W. M. Houze, John Hancock general agent, before taking plane for Minneapolis. Mr. Lynch formerly was John Hancock general agent in that city and made the trip to renew acquaintances before returning to Chicago to attend the John Hancock General Agents Association and agency convention, next week.

R. J. Wiese, Chicago general agent of Northwestern National Life, is chairman of the general committee on arrangements for the annual Kenilworth Field Day Sept. 26 at Illinois Country Club.

Forty-Seventh Year of Dependable Service

- The State Life Insurance Company of Indianapolis, Indiana
- Is a Mutual Legal Reserve Company Founded 1894
- Has Paid \$130,000,000 to Policyholders and Beneficiaries
- Holds Assets of over \$54,000,000 for their benefit
- Issues Policies from Ages One Day to Sixty-Five Years
- Issues Policies on Male and Female Lives at the Same Rates
- Issues Policies with Double Indemnity and Disability Benefits
- Issues Juvenile, Educational Fund, and Family Income Policies
- Issues Salary Continuance and Retirement Income Policies
- Issues Many Other Standard and Up-to-date Policy Forms
- Offers Agency Opportunities and Training for Those Qualified.

THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

EDITORIAL COMMENT

An Inspiration to Rate Book Men

IN A recent issue THE NATIONAL UNDERWRITER told a story about the remarkable career of S. E. Smithson of Fort Smith, Ark., who is president of the Fort Smith Life Underwriters Association and former president of the Arkansas Life Underwriters Association. We had a definite motive in publishing the story. Mr. Smithson is a tenant farmer's son, commonly known as a share cropper. He had to work hard for what little he got. He left the farm and then worked in a furniture factory for 13 years, making from \$15 to \$25 a week. He had no educational opportunities. He lacked cultural characteristics which externally at least held him to a limited field of activity. Yet Mr. Smithson had more than the outer gloss or thin veneer that may cover many weaknesses. He possessed an honest heart. He had learned the work habit and he knew continuous industry would get him somewhere provided he labored intelligently. He had a great heart for people.

Six years ago he went into life insur-

ance work, leaving the furniture factory. He had married and had a family started. He saw the mission in life insurance and from the very start he was enthusiastic about it. He became a missionary, a crusader. He recognized in it an opportunity to do a big job for mankind. He stated at a recent Aetna Life convention that his insurance earnings last year were \$6,000 and yet six years ago he started from scratch and had nothing saved up. His highest wages up to that time had been \$25 a week.

In six years' time he has become one of the prominent citizens of Fort Smith, a big factor in his church, influential man in his community. He owns a commodious home.

This is a story worthwhile because in this day when the going is rather hard and the way is difficult, Mr. Smithson is able by setting his mind to his work and going ahead consistently and intelligently, with little trouble in making the grade. His success should be an inspiration to others.

Getting Along with the Government

FROM one who saw the entire SECTNEC investigation of life insurance from the inside and who has a highly realistic attitude toward the problem of relations between government and business comes a suggestion that deserves some considered thought. This man happens to be convinced that federal regulation of some sort is inevitable for the insurance business but his observations apply with equal force even if his conviction proves unfounded.

The gist of his contention is that the life insurance business has ahead of it the problem of getting along with the federal government.

"You're going to be regulated," he declared. "What kind of regulation will depend almost entirely on what kind of relationship the life insurance business establishes with the government."

He went on to say that a few companies are already doing a good job at getting along with the government but the rest seem unaware of the nature of the problem, its importance and its magnitude. To be effective the job must be done by executives of real ability who are willing to view the situation as a problem but not as a call to battle against what they consider the iniquity of government trying to extend itself

farther into the control of private business.

What the situation calls for, according to this observer, is for life insurance people to get better acquainted with government people and vice-versa. When people don't know each other it is easy to fall back on slogans and battle cries instead of sitting down in a calm atmosphere with the other fellow and trying to get at the real differences. The government is not a vague, formless entity pushing toward a fixed goal, he pointed out, but is just a lot of folks, much the same kind of folks as are outside the government, each trying to do his job according to his lights and do it well enough to attain recognition and advancement.

Parenthetically, it might be added that there is no such unity of attitude and aim among the government people as outsiders generally assume. There are numerous shades of difference in opinions and sometimes hostility within the walls. It seems plausible that unthinking hostility from the outside might well unite these divergent points of view.

According to this observer, the job should be undertaken with a full understanding not only of its importance but of its difficulties and discouragements.

It cannot be done overnight nor by delegating the responsibility to those who are dubious about its outcome. It could and should be undertaken only on an entirely above-board basis. He cited the work of the investment trust business in this respect as an outstanding example of getting along with the government rather than blindly bucking it. The result was that when the regulatory provisions for the investment trust business were drafted the investment trusts practically wrote the regulations.

There will be many life insurance men who will sincerely view the whole idea of getting along with the government as a form of appeasement and a possible confession of weakness which

might help the federal regulation enthusiasts. On the other hand, a realistic point of view compels the admission that with the present makeup of the United States Supreme Court the Paul vs. Virginia decision would be wiped out any time that the administration succeeded in getting Congress to enact federal regulation of life insurance. Even from the point of view of those most unalterably opposed to federal regulation there would seem to be a good deal to be said for a policy of getting better acquainted with government personnel as the most effective means of dispelling their frequently distorted concepts concerning the life insurance business.

PERSONAL SIDE OF THE BUSINESS

Charles J. Zimmerman, Chicago general agent of Connecticut Mutual and immediate past president National Association of Life Underwriters, is on a vacation jaunt with his father and mother and will spend most of the time until shortly after Labor Day at Lake Winnepausauke, N. H.

John James, Salt Lake City agent of the Occidental Life of Los Angeles, presided over Cambrian Day at Saltair Beach near his city, Aug. 15, he being president. This was the 48th annual reunion and outing of the Welsh people of Salt Lake City and other parts of Utah. He gave the introductory speech and introduced the master of ceremonies. Mr. James is former insurance commissioner of Utah.

Miss Louise Uhde, cashier of the Newark agency of Home Life, of which Lester Horton is general agent, was honored by home office executives with a luncheon in recognition of her 30th anniversary with the company. She has been cashier of the Newark agency all that time. Among the home office men present were E. I. Low, board chairman; Allen Doran, superintendent of agencies, and a number of department heads.

P. F. Sheedy, Reliance Life, Pittsburgh, has been presented a 30-year service medallion. He was featured in Ripley's "Believe It or Not" cartoon several years ago when he completed a record of an "app" a week for 1,000 consecutive weeks. He is the father of J. C. Sheedy, production manager of the western Pennsylvania department of Reliance.

Samuel O. Buckner, former inspector of agencies of the northwestern department of New York Life in Milwaukee, and a member of the Buckner family, prominent in the New York Life for many years, is an art collector of note. His collection of paintings is now on display at the Milwaukee Art Institute. Mr. Buckner led in a revival of the art museum there in 1910 and was president of its board of trustees for 16 years. When he retired from business in 1928 he moved to New York so as to be closer to the American art world.

Jack Carson, son of **E. L. Carson**, Equitable Society manager in Milwau-

kee, is visiting his parents there. Jack Carson is a motion picture star appearing in many pictures with Ginger Rogers.

E. O. Burget, president of Peoples Life of Frankfort, Ind., is one of the members of the board of the Secured Fire & Marine, now being organized in Indianapolis with \$200,000 capital and surplus of \$150,000.

En route to the Pacific coast, **J. A. O. Preus**, vice-president W. A. Alexander & Co., Chicago, and his family were detained in Minneapolis by the illness of their son, Jack. The son was taken to a hospital for treatment. Mr. Preus is a former Minnesota governor and insurance commissioner.

DEATHS

V. W. Burke, Portland, Ore., general agent of California-Western States Life for several years and president of the Portland Accident & Health Association last year, died very suddenly. While helping a neighbor push his car he slipped and fell, hitting his head on a rock. He died almost instantly.

Samuel O. Kennedy, 72, who was comptroller of the old International Life when it was reinsured by Missouri State Life in 1928 and later for a time with Missouri State, died in Decatur, Ill., where he had resided since 1929. He retired two years ago because of poor health. He went to St. Louis in 1922 with the old Standard Life of Decatur and became comptroller of International Life when the interests in control of Standard Life secured control of International.

Mrs. Ely D. Miller, wife of the secretary of the Columbus (O.) Association of Life Underwriters, died after a long illness.

John Agar, 60, with Travelers in Little Rock for many years, who retired about a year ago because of ill health, died there.

"Why Disability Insurance Is a Good Investment for You" booklets help sell accident and health. 100 copies \$2. Order from National Underwriter, 175 W. Jackson Blvd., Chicago.

THE NATIONAL UNDERWRITER



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"Did Mr. Brown sign the application?"

RECORDS

Minnesota Mutual Life—July business was the greatest for that month since 1930. Total paid business for the first seven months, \$17,954,399, was the greatest since 1931. Introduction of new policy forms on July 1 brought no slump in business, President T. A. Phillips said.

General American Life—New record in life insurance sales was set during July, with an increase of 33.68 percent over July of last year. There was a 36 percent gain in life sales for the six month period ending June 30.

July was the 24th consecutive month in which sales have exceeded those of the same month of the previous year.

In group insurance there was a 72 percent increase for July, and a 79 percent gain for the first six months.

National Guardian Life, Madison, Wis., gained more insurance in force in seven months and 12 days this year than it did through all of 1940.

Supreme Liberty Life—New paid business in first six months of 1941 was \$53,259,568, compared with \$46,337,778. Insurance in force increased \$6,205,014 the first half of this year, compared with \$7,031,621 in the like period a year ago.

Home Life, New York—July production was record-breaking, paid-for business being greater than in any July for 11 years, and with two exceptions in 1931 the biggest single month in the entire period. There was 40 percent increase over the average July for the last five years. In issued business, July was

56 percent better than the average of the last five years, and the biggest single month in this respect, with but one exception, of any month since 1931.

The five leading agencies in paid-for for July were New York—Joseph, New York—McNamara, New York—Jacoby, New Orleans and Buffalo.

Reliance Life—New life business paid for in July totaled \$4,612,760, a gain of 10.4 percent over July, 1940. New accident premiums were \$8,070, increase 36 percent, and health premiums \$6,877, gain of 45 percent.

New life volume for the first seven months was \$33,343,112, a gain of 7.2 percent over the same period of 1940. Insurance in force continued to increase and stood at \$517,998,092 at the end of July.

U. S. Life—Domestic ordinary new business written the first six months was 50 percent greater than for the same period in 1940. On the basis of total production for the half year the company has increased its insurance in force by 15 percent. In the seven years since the new management took charge the company has increased its insurance in force by over 120 percent, not including business acquired in 1935 through merger of the Brooklyn National Life.

John Hancock Ready For Chicago Convention

(CONTINUED FROM PAGE 3)

ceived in the past. One round table will be on the subject "Handling Objections," with the Harry Gardiner agency in charge, another on "Selling" handled by the Percy G. Lapey agency, both of which have had outstanding records. Visiting ladies will attend a third round table which will be conducted only for women who are not engaged in the life insurance business. The chairman will be President Williams of the general agents association. This is an innovation and it is expected will be very interesting.

Another general session will be held Thursday morning, followed by luncheon which will wind up the formal convention.

New officers will be elected and introduced the third morning.

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unless you have something tangible to offer in the Pacific Northwest that would be of mutual benefit to a young attorney, age 40 years, college graduate, gentle, married, with 14 years of general practice in Chicago, and prior to that Assistant Superintendent of Casualty Claim Department, who intends to establish a permanent residence in Portland, Oregon, or immediate vicinity. Would consider claim work, but would prefer general agency or something in the production field of insurance, where my wealth of experience, background, ability to meet people and make friends, can best be utilized in the insurance business. No soliciting or canvassing. Best of references furnished. An interview is invited. Address N-94, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

NEWS OF THE COMPANIES

Pioneer National Makes Steady Progress

Pioneer National Life of Topeka has kept abreast with revived business conditions during the past six months under the direction of President Harry W.



HARRY W. COLMERY

Colmery. A gain of 12 percent in issued business was reported for the last six months over the same period in 1940. A contributing factor has been widespread popularity of the modified life policy.

19 Show Increase

Nineteen agencies show outstanding gains for 1941. Production leaders in the recent birthday celebration for Secretary J. E. Gardiner were the B. Frank Geiger agency, Horton, Kan., and the E. C. Williams agency, Admire, Kan.

The company has added to the agency staff and is increasing its field organization. "The Stimulator," house organ published semi-monthly, has been stressing the need for cooperation between agents and home office, and this is believed to have had effect.

Mr. Colmery, former national commander of the American Legion, recently was elected chairman of the American Legion endowment fund.

Home Guardian Life Is Organized at Sioux Falls

A new life company is being organized at Sioux Falls, S. D., the Home Guardian Life, with offices at 100 North Phillips avenue. Common capital stock, par value \$1 per share, is being offered at \$2.40 per share. R. L. McCoy is president; Roswell Bottum, vice-president; R. S. Rollinger, secretary-treasurer, and Dr. M. O. Lanam, medical director. It will write life, accident and health. At first, the prospectus states, the company will specialize in offering attractive low cost plans of insurance. It will, of course, write the regular policy forms. The company believes that the surplus which will be provided by the sale of its capital stock, \$100,000, will be sufficient to absorb operating losses, if any, which may be incurred in the first few years of its operation. President McCoy has been engaged to do the promotional and organization work. He has been general agent of the Bankers Life of Nebraska at Sioux Falls.

Southern National Buys Building

When remodeling of three floors is completed, Southern National Life, Little Rock, Ark., will occupy the Insurance building there, recently purchased from Pyramid Life. The building, a seven-story structure, was erected by the Pyramid Life in 1936 and was its home until its purchase of what was then known as the Southern building, formerly the Home Life building. The Southern National writes life, health and accident.

Plans of New Funeral Company

Forest Lawn Life, Glendale, Cal., just licensed in that state, is claimed to be the first old line legal reserve life company specializing in funeral insurance. All its funeral policies are non-assessable, with fixed annual premiums, predicated on sound actuarial bases. It has \$200,000 capital and \$100,000 surplus. Aside from five shares owned by its officers, the stock is entirely owned by Forest Lawn Company, a cemetery company.

J. H. Eaton is president and general manager; Frederick Llewellyn, secretary-treasurer and assistant general manager; W. C. Brennan, general counsel. L. E. Doyle, superintendent of agencies, is widely known among insurance men of

California, having been for several years home office representative on the Pacific Coast of Massachusetts Bonding.

Aetna Life Statement

The Aetna Life assets as of June 30 showed \$743,216,944 compared with \$691,362,832 a year ago, an increase of \$51,853,112. Contingent reserve increased to \$10,450,000 from \$8,000,000. There was \$1,000,000 added the first six months. The surplus was \$29,205,580, a gain of \$4,035,064 over a year ago. Six months total income was \$79,862,233 compared with \$78,037,286 a year ago. Income exceeded disbursements by \$21,904,844.

Report on Chicago Company

The Illinois department has made an examination of the Self Help Assurance Society, 53 West Jackson boulevard, Chicago, an assessment legal reserve life company as at Dec. 31. It shows assets \$197,258, surplus \$161,770. The department states that the cash position is adequately maintained. Its real estate, mortgage loans, stocks and bonds represent 18.09, 22.36, 5.07 and 33.67 percent of the assets. General administrative expenses were found low and acquisition cost is moderate. George Ottenhoff is president and J. W. Schuitema is the agency supervisor. A. J. DeBoer is secretary-treasurer. Agents' monthly collection accounts are restricted to Chicago and Cook county. Rates are based on the American 3½ percent table. It writes business on the monthly debit plan and has 11 agents in the field. Its total income last year was \$102,552 of which \$81,818 was in premiums. Total disbursements were \$88,966. Insurance in force is \$5,578,400. The rate of interest earned is 3.2 percent and mortality ratio 25.1 percent.

Report on Protective Mutual

The Illinois department has released its report of its examination of Protective Mutual Life, home office 547 East 47th street, Chicago. It is an assessment legal reserve life company and is managed by Negroes. Its assets are \$20,646 and surplus \$261. The report says claims have been settled promptly and in accordance with the policy provisions. It writes life insurance on the industrial basis. C. W. Hadnott, president, V. L. Burnett, vice-president and agency manager, and W. W. Hadnott, secretary and treasurer are the main executives. The president serves without salary. It operates only in Illinois. Premiums last year were \$37,671 and total income \$39,153. It paid policyholders



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(MUTUAL)

Home Office
DES MOINES

\$11,194 and total disbursements were \$40,079. Policy reserves were \$15,029. It has in force \$1,530,548.

COMPANY MEN

Dr. Bagwell Is Appointed Associate Medical Director

Dr. John S. Bagwell has been appointed associate medical director of United Fidelity Life. He is the son of a pioneer Texas



DR. JOHN S. BAGWELL

newspaper publisher, and was graduated from Baylor University with a B.A. degree and from Baylor Medical College. After serving internship at Baylor Hospital, Dallas, he spent three years as a fellow in internal medicine at the Mayo Clinic, Rochester, Minn., and received a degree of master of science from University of Minnesota. Dr. Bagwell is a Texan.

New Assistant Medical Director for Conn. Mutual

Dr. Jan Nyboer has been appointed assistant medical director of Connecticut Mutual Life. Dr. Nyboer has been resident physician at the New York City Post-Graduate Medical School and hospital.

Dr. Nyboer has had a wealth of experience in heart and electrocardio-

graphic research. For the past four years he has been lecturer in electrocardiography at the New York Post-Graduate Medical School, and has been a member of the criteria committee of the New York Heart Association. He has conducted extensive research at Michigan, Harvard and Columbia Universities, the results being reported in many medical journals. Before going to New York in 1937, he was associated with the Harvard Medical Service at the Boston city hospital for several years.

Paul Ginter Joins Conn. Mutual

Paul Ginter has been added to the staff of the employe insurance plans division by Connecticut Mutual Life. This division, under E. A. Starr, supervisor of employe insurance plans, assists the company's agents and general agents in salary savings and pension trust work, and has made large gains in the past three years. With the appointment of Mr. Ginter, the company plans to develop this service still further. Mr. Ginter, a graduate of Ohio State University, entered the life insurance business in 1932, and has had both home office and field experience in group and salary savings. He has been in this work for some time at Cleveland. His new work will be educational and advisory in nature and will require considerable travel.

Goes to Travelers Head Office

HARTFORD — Dr. Lyle G. Ellis, who has been industrial surgery supervisor in the Brooklyn and Long Island area for the Travelers, is being transferred to the home office with the title of surgical director, to succeed the late Dr. J. C. Graves, Jr.

Born in Grover, N. C., and educated in North Carolina schools, in Wake Forest College and at Jefferson Medical College at Philadelphia, Dr. Ellis served at Muhlenberg Hospital in Plainfield, N. J., and James Walker Memorial Hospital in Wilmington, N. C. He also did post-graduate work in neuropsychiatry at St. Elizabeth's Hospital, Washington, D. C.

Dr. Ellis entered the service of the Travelers in 1925 in Pittsburgh as supervisor of industrial surgery in connection with workmen's compensation business in that area.

Boston Mutual Superintendent

George D. Swig, Boston Mutual assistant superintendent at Dorchester, Mass., has been appointed superintendent of the Allston district in that state. Mr. Swig joined Boston Mutual at Roslindale, Mass., in 1931 and shortly afterward became assistant superintendent.

CHICAGO

TWO KINDS OF PROSPECTS

Prospects today are falling into two definite categories, according to L. J. Fohr, Chicago general agent Connecticut Mutual. A study made by his office indicates the best prospect group is young married men above age 28 who are profiting from the defense program in one way or another. They are getting their old debts paid up, perhaps have bought a new car and a radio, and feel that the national defense program is a very good thing and probably will run for a long time, according to Mr. Fohr. They consider that the New Deal in the future will assure a more equitable distribution of the national income. Therefore, they do not seem to fear the future and are much more willing to make life insurance commitments than the other group, which has a bad case of jitters. The latter classification is confused by the march of events, does not know what is next, fears what will happen with the inevitable higher taxes and a possible invasion of capital. These people are hedging, Mr. Fohr says, and are hanging onto every tangible asset.

Mr. Fohr considers the young married people over 28 are better prospects than are the young men of draft age, even though the latter should have a strong reason for buying life insurance in order to avoid war clauses which may have to be imposed soon by life companies. Some agents have done well in the younger classification, but a factor appears to be that these youths do not feel rushed to take life insurance, as they know when they are inducted in the service they can secure government life insurance.

LEADS NEW YORK LIFE

Highest paid-volume honors of the New York Life in Chicago for the past club year were captured by Milton M. Bernstene of the Frederick Bruchholz agency, qualifying him as vice-president for the central department in the company's Top Producer Club. Mr. Bernstene has been an energetic and successful producer ever since he joined the New York Life 17 years ago. This is the second successive club year he has led the field force in Chicago on paid business.

OPEN FOURTH CHICAGO BRANCH

The White-Vission Agency has been opened at 1 North Crawford avenue, Chicago, as a branch office of Redfield Associates of that city. C. T. Redfield

Advertisement



THE

Walrus said

IN THE BEGINNING

Time: December, 1933.

Place: Hotel Pennsylvania, New York City.

Event: Eastern Round Table of Life Advertisers Association.

— BLC —

Life Advertisers had mulled over life advertising problems all day.

At the end, a vice president of a great New York life insurance company outlined plans for Life Insurance Week in 1934.

A New York advertising agency was to handle the advertising and had the situation well in hand, BUT, a catchword, a slogan was wanted. Life Advertiser, please respond.

A Bankerslife advertising man considered this plea during his long homeward journey to Des Moines. And this occurred to him:

"DOUBLE DUTY DOLLARS"

So he wired the phrase to the vice president who had made the plea. And that was the end of that.

But, Bankerslife, planning a sales promotion for 1934, gave "Double Duty Dollars" a minor place in the program. It "caught on" at once, and, for seven years now, has played a major part in Bankerslife national advertising and sales promotion plans.

Its impress upon the public through national advertising has been such:

That now, on an average of once every day, some man or woman, somewhere, takes pen in hand to write us: "Please tell me about Double Duty Dollars!" And how many, do you suppose, don't write?

— BLC —

LIFE REINSURANCE—

STANDARD AND SUBSTANDARD

North American Reassurance Company

Lawrence M. Cathles, Pres.

99 John Street, New York

BANKERS LIFE
DES MOINES
Established 1879 **COMPANY**

is manager of Mutual Benefit Health & Accident and United Benefit Life. This is the fourth branch to be opened.

The managers are George Vission and F. M. White. Mr. Vission for about ten years was district representative of Met-

ropolitan Life in the area where the new branch is located. Mr. White formerly was head of the hospitalization division in the New York city area and for 1½ years has been in charge of the same department at Chicago.

LIFE AGENCY CHANGES

Penn Mutual Names New Memphis General Agent

Weldon T. Hames, home office representative of Penn Mutual Life, becomes general agent at Memphis, Tenn. He was appointed at the request of Bolling



WELDON T. HAMES

Sibley, Memphis general agent since 1908, who wishes to be relieved of the heavier responsibilities of management. Mr. Sibley will continue as associate general agent.

Mr. Hames started with Penn Mutual in Rochester, N. Y. He served for a time as supervisor there before being called to the home office two years ago. While in Rochester, he served as president of the local association.

Rock St. Louis General Agent

The American Mutual Life of Des Moines appointed John W. Rock general agent for St. Louis and St. Louis county. He became associated with the American Mutual in 1935 after 23 years of previous successful insurance experience. Since joining the company he has been a production club convention qualifier each year and is a charter member of the Weekly Production Club, with a record of some 260 weeks of consecutive production to his credit.

Martel Montreal Assistant

Roger Martel, former field assistant for the Travelers Montreal branch, has been promoted to assistant manager. A graduate of Mount St. Louis College, Mr. Martel is a director of the local branch of the Life Underwriters Association of Canada.

Cooper Named in Jackson

Liberty National Life has appointed Chris H. Cooper co-general agent for Jackson, Miss., and vicinity, associated with J. K. Medlock.

Mr. Cooper is now grand secretary of the Mississippi-Louisiana grand council of United Commercial Travelers and local secretary of the U. C. T. council in Jackson.

New Jersey City Manager

Louis Silverman has been appointed manager in Jersey City by Acacia Mutual Life. He joined the company last year and has been in the home office in Washington.

Cundy Named Supervisor of Hughes Agency

Howard L. Cundy becomes supervisor of the E. W. Hughes Agency of Massachusetts Mutual in Chicago. He has had eight years of experience in insurance, ranging from statistician, educational director and supervisor, to his most recent post as production manager of the Swanson agency of New England Mutual in Chicago, which he resigns. He has also specially studied business insurance and pension trusts and is well informed on both subjects.

Mr. Cundy is a graduate of Iowa State Teachers College. He started with American Telephone & Telegraph Company, then was principal of the Sharpsburg, Ia., high school and coach of the Downers Grove, Ill., junior high school.



H. L. CUNDY

Minnesota Mutual Shifts

The Minnesota Mutual Life has transferred Leo R. Bock, who has been district agent at Denison, Tex., to Amarillo, Tex., as general agent.

C. E. Childs, general agent at Danville, Ill., for two years, is now doing temporary work in Minnesota for the company, on the advice of his physician, who prescribed a change of climate. His agency at Danville has been taken over by his brother, Harry W. Childs, of Charleroi, Pa.

Lamme's Territory Shifted

Charles Lamme, Jr., has resigned as general agent of Occidental Life of California, in Kansas City, Kan., to become district agent for Wyandotte county, Kan., and Jackson county, Mo., with offices at 804 Insurance Exchange building, Kansas City, Mo., with E. H. Cameron, branch manager.

Pope Assistant Manager

R. L. Pope has been appointed assistant manager of the Philadelphia office of the Sun Life of Canada. He has been unit supervisor in its Pittsburgh office.

AGENCY NEWS

Snee Leads New Agents in First Year Volume

John V. Snee of the Kenneth W. Conrey general agency of Penn Mutual Life in Pittsburgh led all July, 1940, appointees in paid life volume in his first year, it was announced by Eric G. Johnson, vice-president Penn Mutual. Mr. Snee was named the volume winner of the July group of the President's Club for new organization. As an additional award, he will go to the home office as a guest of President John A. Stevenson, to spend two days visiting and studying various departments.

Substantial Gains Made

The paid-for business of the Pittsburgh agency in July was the largest amount for the year to date. Substantial gains were made in all departments

for the first seven months over the same period of 1940, in number of lives insured, volume paid for and cash premiums.

Ohsner Opens Agency Office

C. S. Ohsner, recently appointed general agent for Provident Mutual Life at Columbus, O., has opened offices in the Huntington Bank building. E. H. Farrington, assistant manager of agencies and Roy Hoffman, agency assistant attended the opening from the home office. Mr. Ohsner formerly was connected with Northwestern Mutual Life.

ACCIDENT

Travelers Has New Accident Manager

HARTFORD — Howard E. Critchfield has been made a vice-president of Travelers and given direction of the accident and group departments.

Both departments had been under the supervision of the late B. A. Page until his death July 30. Mr. Critchfield was

Growth

Liberty National agents chalked up a new record for the first six months of this year, when insurance in force increased 92% more than in the same period of last year.

This week, a fourth of the entire agency force, and in addition, one-half of all General Agents and Assistant Managers, attended the largest agency convention in the Company's history.

Average earnings of Liberty National representatives are still climbing, of course, for the 8% gain in insurance in force was achieved without any increase in man power.

LIBERTY NATIONAL LIFE INSURANCE COMPANY BIRMINGHAM, ALABAMA

Frank P. Samford, President

Aggressively Developing State of Illinois Offering Unusual Agency Opportunities

Liberal First Year Commission and Non-forfeitable
Renewal Commissions

GLOBE LIFE INSURANCE CO. OF ILLINOIS

WM. J. ALEXANDER, President

An Old Line Legal Reserve Company

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to Policyholders

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All Standard Provisions
Ages (0-60)

BROKERAGE BUSINESS ACCEPTED

Modern Juvenile Contracts Full Benefits Age 5

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Chicago, Illinois

LIFE SALES MEETINGS

Penn Mutual Men Meet in Chicago

Penn Mutual agents from the midwest are holding a three-day regional at Chicago which will conclude Friday. On the program are President John A. Stevenson, Eric G. Johnson, vice-president; Wallis Boileau, Jr., second vice-president; and Clarence C. Cooper, Jr., agency department. Frederick A. Schnell, general agent Peoria, Ill., is general chairman; Wayne Clover, general agent Kansas City, program chairman, and H. E. Wuertenbaeher, general agent St. Louis, arrangements chairman.

The general agencies taking part are those of Messrs. Schnell, Clover, and Wuertenbaeher; E. P. Connolly, Des Moines; Paul Jernigan, Wichita, Kans.; George E. Kirk, Davenport, Ia.; John M. Laffin, Omaha, and Harold E. Rugg, Waterloo, Ia.

Hold Four Seminar Sessions

There was a get-together dinner the first evening with informal entertainment. The second morning there were four seminar groups with F. R. Luthy, and A. F. Priebe of the Schnell agency in charge of two and M. R. Coulson, Jernigan agency, and O. J. Neibel, Clover agency, as chairmen of the others. The wives of agents had a special session with Paul Jernigan as chairman. Mr. Wuertenbaeher spoke on "What Your Husband Sells"; Mr. Cooper, on "Bachelor Speaks"; Vice-president Boileau on "Retirement Plans and the Penn Mutual's Plan for its Representatives," and Vice-president Johnson gave the closing remarks. In the afternoon there was a lawn party and luncheon for ladies, tennis and miniature golf tournaments, and in the evening a reception.

General Agents Breakfast

A general agents breakfast was scheduled for Friday morning and a session presided over by Mr. Schnell, with presentation of prize winning ideas selected from Thursday seminars, with E. P. Connolly as chairman. Following this a skit, "Trial of John Q. Agent," was to be presented by permission of Clifford Orr, Philadelphia, directed by Mr. Clover.

President Stevenson will close the gathering with a talk on "Our Company."

Provident L. & A. Meeting Sept. 3-6

Leading life agents of Provident Life & Accident will hold their annual convention at Lookout Mountain, Tenn., Sept. 3-6. About 125 from 12 states will attend.

Tom Collins, humorist and after-dinner speaker, Kansas City, will be the principal speaker at the banquet the first night, following a welcoming address by President R. J. Maclellan.

Agents to be honored that night include W. G. Perkins, West Virginia, president of the Century Club and a member of the President's Club; H. G. Hunt, South Carolina, vice-president Century Club; E. O. Martin, Tennessee, secretary-treasurer Century Club and President's Club member, and members of both production clubs.

In addition to business sessions Thursday and Friday mornings, entertainment for the afternoons and evenings include a sightseeing trip terminating at Fairyland Club for an outdoor barbecue, and a dance Friday night, in which the home office personnel will take part.

By the close of July, which terminated the production club year, Provident's insurance in force had passed \$160,000,000, a new high since the life department was started in 1917.

Cal-Western Ready for Big Roundup

El Capitan, leading producers club of California-Western States Life, will hold its convention in Yellowstone National Park Aug. 24-27. Approximately 180 members, guests and home office executives will attend.

Sol Minzer of Dallas will be installed as president of the leading producers club. He won the presidency with more than half a million dollars of new paid business during the club period.

Installing Mr. Minzer will be retiring President Grant Taggart, Cowley, Wyo., who, although he led the field force with a million dollars of production, was ineligible to succeed himself according to club rules. Mr. Taggart becomes chairman of the executive committee.

Other new officers will be Oscar L. Bussell, Oregon agency, first vice-president; Carl W. Madsen, Wyoming agency, second vice-president; and John

B. Vetrano, Houston agency, third vice-president.

The company plans to introduce a new improved rate book, a new series of policies, and several new sales plans at the convention.

Ray P. Cox, vice-president and manager of agencies, will be presiding officer. Feature event is the president's dinner honoring President O. J. Lacy.

Liberty National Expects to Reach 100 Million Mark

JACKSONVILLE, FLA. — Liberty National Life expects to reach \$100,000,000 of life insurance in force by the end of the year, President Frank P. Samford said in addressing a joint meeting here of the Torch Club and Managers Club. The company set a quota of \$12,000,000 for 1941 and as of July 1 over \$7,500,000 had been written, bringing the total insurance in force to \$95,000,000.

President Samford stressed, however, that the company "does not worship

ACTUARIES

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COATES & HERFURTH
CONSULTING ACTUARIES
582 Market Street SAN FRANCISCO 437 S. Hill Street LOS ANGELES

ILLINOIS

WALTER C. GREEN

Consulting Actuary
Franklin 2633

211 W. Wacker Drive, Chicago

HARRY S. TRESSEL

Certified Public Accountant and Actuary
10 S. La Salle St., Chicago

Associates: M. Wolfman, A. A. I. A. Franklin 4028
N. A. Moscovitch, Ph. D.
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INDIANA

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Consulting Actuary

Edward B. Fackler Robert O. Holman
8 West 40th Street New York City

S. H. and Lee J. Wolfe

Consulting Actuaries
Auditors and Accountants
Lee J. Wolfe
William M. Corcoran
Joseph Linder
110 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY
Associate
E. P. Higgins

THE BOURSE PHILADELPHIA

associated with Mr. Page in both departments from 1919 to 1933. Since 1933 he has been chief adjuster and secretary of all claim departments.

Mr. Critchfield is a graduate of Ohio State University and practiced law in Ohio prior to becoming an investigator of claims for Travelers in 1910. He was made adjuster at Columbus, O., in 1912, and was called to the home office in Hartford as an examiner in the life and accident department in 1914. When Travelers began writing casualty lines on the Pacific Coast Mr. Critchfield was transferred to San Francisco as adjuster in charge of that territory.

In 1919 he returned to the home office as an assistant to Vice-president Page in the accident department. In 1923 he was made assistant secretary, and in 1925 secretary of the group department.

Kellison with Standard

Ralph C. Kellison, who has been connected with the Commercial Casualty group accident and health division at the home office as home office representative since 1938, has joined the group department of Standard Accident to work out of the home office. He joined Business Men's Assurance in 1929 and later was agency supervisor of Continental Casualty.

Dr. Bennett with City National

Dr. W. W. Bennett of Dallas, school man and insurance organizer, has been selected to head the accident and health department of City National Life of Dallas.

Zeus Is San Francisco Speaker

Otto L. Zeus, assistant manager of Travelers in San Francisco, will speak on social security at the first fall meeting of the Accident & Health Managers Club of San Francisco, Sept. 3.

Check Agents' Union Preference

MILWAUKEE—The regional office here of the National Labor Relations Board has announced that John Hancock Mutual Life and the International Union of Life Insurance Agents, independent labor union, have stipulated the board may check the union membership with the company's payroll to determine whether the union represents the majority of the 47 industrial agents in Milwaukee, Racine and Kenosha.

The same union recently was selected as bargaining agent for industrial agents of the Prudential by a vote of 349 to 94 in an election conducted in six Wisconsin cities under the direction of the Wisconsin State Employment Relations Board.

THE MANUFACTURERS LIFE

During the early years of its operations in the United States the Manufacturers Life laid a solid foundation of public acceptance and built up a loyal, successful agency personnel. With this background, it has followed a policy of steady expansion during more recent years.

The soundness of this policy is evidenced by the Company's increasing business in force in this Country. At the end of 1940 it had more than \$126,500,000 of life insurance and deferred annuities in force for the benefit of United States citizens—an increase of 43.6 per cent. since 1935.

INSURANCE IN FORCE, 604½ MILLION DOLLARS
(Including Deferred Annuities)
ASSETS, 190 MILLION DOLLARS

INSURANCE COMPANY
HEAD OFFICE
TORONTO, CANADA
Established 1887

bigness for bigness' sake" and wants to grow only as the men who go to make up the company grow. He said the 1941 record is being made with the same agency force as last year. He took up the TNEC criticisms against life insurance and answered them one by one. He added that whether these criticisms are just or unjust, companies should put their houses in order, so as to avoid even the appearance of evil.

Verner O. Brown, Ft. Knox, Ky., was elected president of the Torch Club and R. R. Tabor, also of Ft. Knox, vice-president. The club, which includes leading producers, has 91 members this year, by far the largest in its history. The Managers Club, which includes managers and assistant managers, has 38 members. The agents and managers spent several days in Florida and visited several places of interest including St. Augustine and Tarpon Springs.

Penn Mutual Holds Coast Conference in San Francisco

Nearly 200 general agents and agents of the Penn Mutual Life attended the western regional meeting in San Francisco.

John A. Stevenson, president, headed the list of company officials on hand for the conference. Others were Eric G. Johnson, vice-president, and Wallis Boileau, Jr., second vice-president. The meeting introduced Mr. Johnson to the Pacific Coast contingent.

Among the general agents attending in addition to F. J. Curry, San Francisco general agent, were L. J. Duncan, Spokane; C. E. Ebbelblute, Denver; Mel Frickas, Phoenix; Frank E. Herb, Salt Lake City; Fred M. McMillan, Los Angeles; Harry O'Steen, Oakland; Horace H. Person, Portland; C. L. Randolph & Son, San Diego; James E. Roberts, Billings; J. E. Rutherford, Seattle, and George A. Scotland, Sacramento.

N. Y. Life Agency Meeting at Sun Valley Sept. 14-18

NEW YORK — New York Life will hold its annual "Top Club" meeting, which will be attended by the 200 leading producers in paid volume, at Sun Valley, Ida., Sept. 14-18. President George L. Harrison will be among the officers on hand from the home office. He plans to attend also the regional meetings of the other production clubs, the \$200,000 and the \$100,000. It will be the first time that the new chief executive has had the opportunity of meeting all the company's leading agents en masse.

Schedule for the combined \$200,000 and \$100,000 clubs is as follows: Atlan-

tic City, Sept. 2-5; French Lick, Ind., Sept. 7-10; Del Monte, Cal., Sept. 22-25.

Policyholders National Rally

More than 150 attended the three-day meeting of agents of the Policyholders National Life of Sioux Falls and their families at Rapid City, S. D.

H. G. Chapman, secretary-treasurer, had charge of convention arrangements, which included a recreational tour through the Black Hills and the Bad Lands of South Dakota.

Agents were in attendance from South Dakota, Minnesota, Montana, North Dakota, Iowa and Nebraska. The convention was held in celebration of the company's reaching the \$20,000,000 mark in insurance in force.

Other officials attending were George J. Danforth, chairman of the board; S. H. Witmer, president; W. J. Harris, vice-president and actuary, and Dr. R. Reagan, medical director.

Wiedemann Agency Conference

WASHINGTON—Members of Equitable Society's Wiedemann agency here who qualify will leave Washington by boat for a three-day educational conference at Virginia Beach, Sept. 4. They will return to Washington Sept. 8. Qualification requirements are based on written and paid business for the period May 22-Aug. 31, while special awards will be made for outstanding work in the agency's "Potomac yacht race" which ran for a five-week period ending Aug. 23. Business sessions will be held Sept. 5 and 6. A. P. Carroll, superintendent of the assured home ownership department, will be the home office guest.

Seaboard Life Convention

The annual convention of the Seaboard Life will be held at Camp Walde-mar, near Kerrville, Tex., Aug. 31-Sept. 7.

B. N. Woodson, director of service of the Sales Research Bureau, will have charge of the program. Agents and officers will also take part. The afternoons will be left free for recreation.

Security Mutual Nebraska Rally

Twenty agents and their families attended the monthly meeting at Linoma Beach of the Nebraska Agents Association of the Security Mutual Life of Lincoln. President R. H. Maloney presided. M. A. Hyde, vice-president and secretary, spoke on "Long Distance Prospecting," after which the new men were given sales laboratory work.

Achilli with Weekly Underwriter

Earl R. Achilli has been appointed a vice-president of "Weekly Underwriter" to supervise its business activities in Ohio and Indiana.

Until recently, he has represented the Rough Notes Co. in the middle west handling its various services, since 1925.

Mr. Achilli is a native of Indianapolis, and was educated at Shortridge high

COAST

Johns & Co. Is Organized; Holt Named Manager

Edward N. Johns for the past 14 years active in the life insurance business is organizing a general insurance office in Los Angeles to be known as Edward N. Johns & Co. For several years he has been a leading producer for the Los Angeles ordinary office of John Hancock Mutual Life. He is secretary-treasurer of the Quarter Million Dollar Producers Club.

Associated with Mr. Johns will be R. C. Holt, Jr., as manager of the fire, casualty and surety department. He formerly was associated with the Security First National Bank in Los Angeles, is a graduate of University of California, and prior to his association with Mr. Johns devoted two months to a study course on general insurance.

Mr. Johns will continue to specialize on life insurance. He is an exponent of "programming" and has been successful along this line. He has followed many of his own forms and briefs.

Examine Denominational Company

The Nevada department has just completed an examination of Christians Mutual Benevolent Association of Carson City, a direct mail company soliciting members of the Church of the Nazarene and other similar denominations in every state. The examination, covering the first six months of 1941, disclosed admitted assets of \$120,892. Reserves of the company amounted to \$113,596 and surplus is \$6,425. Insurance in force is \$1,712,224, all on legal reserve basis.

McCook Field Supervisor

PORTLAND, ORE.—Donald J. McCook, formerly manager of the group department for Oregon, has been appointed field supervisor of all the Aetna Life's group activities on the Pacific Coast.

He is succeeded here by R. W. Stackhouse, for the past four years assistant manager.

All Benefit Outfits Must File

SAN FRANCISCO—Commissioner Caminetti of California has advised all organizations paying benefits or rendering services contingent upon illness, death or accident that they must file applications for permits to continue to operate after Sept. 13.

A new law places all non-profit and charitable organizations under the jurisdiction of the insurance department.

school, that city, and Indiana University. Before entering the insurance publishing business he was associated with the Goodyear Tire & Rubber Co. and the Chevrolet Motor Co.

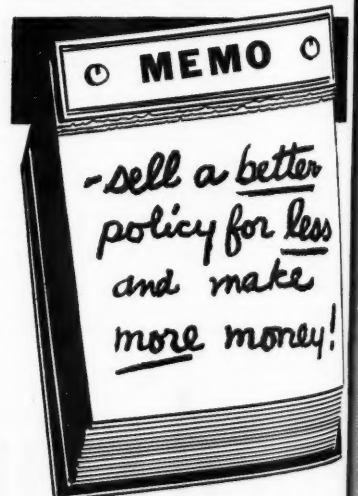
★ FINANCIAL STABILITY ★ CONSERVATIVE PRACTICES ★ SERVICE TO POLICYHOLDERS

In its quarter century of experience Provident Life has steadily increased its capacity and enlarged its facilities to serve its clients throughout the Northwest.

Its sound growth and financial stability have not been retarded by wars, epidemics or panics occurring during these twenty-five years of progress.

With its traditional record of close relationship accorded both policyholders and representatives, Provident Life invites your inquiry.

PROVIDENT LIFE INSURANCE CO.
BISMARCK, NORTH DAKOTA



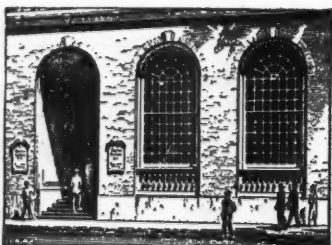
... A real opportunity for the right man to qualify for a general agency contract with

CENTRAL LIFE of ILLINOIS

INVESTIGATE TODAY!

Central Life INSURANCE COMPANY of Illinois

ALFRED MacARTHUR, PRESIDENT
211 WEST WACKER DRIVE, CHICAGO



The Boston Mutual LIFE INSURANCE CO.

1891 GOLDEN 1941 ANNIVERSARY

An old New England company of high character and standing. It is known for its conservative management and strength.

JAY R. BENTON, President
EDWARD C. MANSFIELD, Secretary-Treasurer

HOME OFFICE

Boston, Mass.

Splendid Opportunity

for General Agent or District Manager in middlewestern city in which Company has Three Millions in force. Write for further details, giving full information about yourself.

FRANCIS L. BROWN, President

ROCKFORD LIFE INSURANCE COMPANY

Rockford, Illinois

LEGAL RESERVE FRATERNALS

Programs of N.F.C. Sections Announced

Programs of the secretaries and press sections' annual meetings to be held in the St. Francis hotel, San Francisco, Sept. 22, the opening day of the National Fraternal Congress annual gathering there, were announced this week.

Farrar Newberry, secretary Woodmen of the World, Omaha, will preside as president in the secretaries session. After reading of minutes by Miss Anna E. Phelan, secretary Women's Catholic Order of Foresters, Chicago, greetings will be extended from the N.F.C. by President Alex O. Benz, head of Aid Associations for Lutherans, Appleton, Wis. and Vice-president T. R. Heaney, secretary of Catholic Order of Foresters, Chicago.

Speakers Before Secretaries

J. H. Abrahams, secretary Security Benefit, Topeka, will speak on "General Functions of the Local Secretary;" C. L. Biggs, recorder Maccabees and past president N.F.C., on "Training Field Workers to Maintain Closer Relations with the Local Secretaries to Service New Members;" V. J. Pakes, assistant secretary W.O.W., Omaha, on "Home Office Cooperation with the Local Secretary," and John V. Sees, secretary Standard Life, Lawrence, Kan., on "Personal Contact with the Local Secretary."

Other officers of the section are: past president, Mrs. Mamie E. Long, secretary Woodmen Circle, Omaha; vice-president Thomas R. P. Gibbs, secretary Order of Scottish Clans, Boston; secretary-treasurer, Miss Phelan. The executive committee besides the officers includes Mrs. Bertha C. McEntee, recorder Ladies Catholic Benevolent, and John F. Lang, secretary Independent Order of Foresters.

A memorial service will be a feature of the session, with Joseph F. Walsh, president Catholic Knights of Wisconsin, Potosi, Wis., reading a tribute to the late John M. Callahan; C. H. Richter, president Samaritan Life, Duluth, Minn., a tribute to Rueben Johnson, and Oscar A. Kottler, recorder Order of Mutual Protection, Philadelphia, an appreciation of Allen P. Cox.

The election and installation of new officers will follow.

Press Section Breakfast

The press section meeting will start with the usual breakfast at 8:30 a.m. The program for this section which will be presided over by Kate K. Miller, Woodmen of the World, Denver, as president, is:

Grace, Mrs. Clara A. Bender, secretary Degree of Honor, editor "Degree of Honor Review."

Welcome, Maurice C. Hoskin, secretary California State Fraternal Congress, managing editor "National Guardian."

Introduction of officers. Greetings from President Alex O. Benz, and Vice-president Thomas R. Heaney, National Fraternal Congress.

Introduction of presidents and editors of fraternal magazines.

Roll call.

Reading of minutes.

Appointing of committees.

"Along the Years," Cyrus K. Drew, editor "Western Underwriter," past president press section.

"Are We Editors Meeting the Challenge of the Day," Henry R. Freitag, editor "Modern Woodman," and director of publicity Modern Woodmen.

"How Fraternal Editors Can Assist in National Defense," T. J. Carroll, editor "Catholic Forester," Chicago.

Symposium on pertinent editorial problems.

"Can Streamlining Go Too Far," discussion leader, H. L. Rosenblum, editor "Woodmen of the World Magazine."

"Costs of Publishing," discussion

leader, Vivian L. Watkins, editor "Royal League News Letter."

"Can Junior News Be Successfully Included in the Adult Magazine," discussion leader, Paul H. Ditzsen, editor "The Standard," Standard Life.

"Do Editors of Foreign Speaking Societies Enjoy a Closer Relationship With Their Readers," Milan Petrak, editor "Zajednicar" of Croatian Fraternal Union, Pittsburgh.

"Will Social Security Supplant Life Insurance," James G. Daly, editor "Sample Case," Order of United Commercial Travelers, Columbus.

Election and installation of officers, installing officer Mrs. Jeanie Willard, editor "Monthly Tidings," and national vice-president Woodmen Circle.

The other press section officers are: Vice-president, Henry R. Freitag, director of publicity Modern Woodmen; secretary, Mrs. Mary A. Baird, Woman's Benefit.

Program of Medical Section

The medical section program also is taking shape under the direction of Dr. Herbert B. Kennedy, medical director of W.O.W., Omaha, who is the president. It was decided that the problem of heart difficulties be attacked as vigorously as possible, due to the fact about one insurance dollar out of every three paid out last year by all legal reserve life companies and societies went for a death due to heart complications.

There will be a paper entitled "The Insurable Heart," read by Dr. Maine C. Andersen, Omaha, assistant in medicine in the College of Medicine, University of Nebraska. He was graduated from Harvard Medical School in 1924 and is recognized as one of the outstanding cardiologists of the middle west. Lantern slides will be used to demonstrate actual cases taken from records of applicants for insurance.

Leading the discussion on Dr. Andersen's paper will be Dr. E. L. Mason, medical director National Mutual Benefit, Eau Claire, Wis., and Dr. B. F. Black, medical director Maccabees, Detroit.

The address by retiring President Kennedy will be a feature of the meeting.

A paper entitled "A Study of 800 Applicants That Were Rejected Three Years Ago" will be presented by Dr. E. A. Anderson, medical director Modern Woodmen of America, Rock Island, Ill.

Field Managers Program

The Fraternal Field Managers Association has scheduled an all-day meeting, Sunday, Sept. 21, in the St. Francis hotel. W. E. Wright, recorder A. O. U. W. of North Dakota, association president, will preside, assisted by J. E. Little, actuary and field director of Maccabees, who is secretary-treasurer. L. T. Duffy, Catholic Order of Foresters, is vice-president.

The gathering will start at 10 a.m., with greetings from Alex O. Benz and Thomas R. Heaney, president and vice-president of the N. F. C. "The Value of Persistency to the Fieldman and the Actuary," will be discussed by I. W. Smith, actuary of A. O. U. W. of North Dakota. Discussion of this subject will be led by G. S. Ling, actuary of Royal Neighbors, Rock Island, Ill.

Afternoon Arrangements

The afternoon session will start at 2 p.m. "Fraternal Sales Course and F. I. C. Degree" will be discussed by a representative of the Insurance Research & Review; "War Clauses," Dr. Hilda M. Carlson, supreme physician of Royal Neighbors, and "Writing New Business

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller Frances D. Partridge
Supreme President Supreme Secretary

Port Huron, Michigan

in Groups" by John E. Little of the Maccabees.

W.C.O.F. to Hold Quadrennial Rally

Women's Catholic Order of Foresters, Chicago, will hold its quadrennial convention, Aug. 26-31, at Glacier National Park with more than 200 expected to attend. There will be a large delegation from the head office, including Mrs. Mary E. Murphy, high chief ranger; Mrs. Fannie Miller, high vice-chief ranger; Miss Anna E. Phelan, high secretary; Miss Alice M. Prim, high treasurer; Dr. Sarah C. O'Connell, high medical examiner, and a number of lesser officials.

Arthur G. Murray, director of sales, also will attend. The W.C.O.F. sales organization under Mr. Murray's direction, has been conducting a special golden anniversary campaign which set production records. There were 35 representatives who qualified with \$20,000 or more of new business to attend the convention.

It is anticipated Mrs. Murphy and all her staff will be reelected. She has been head of the society for only a few months, filling the unexpired term of the late Anna R. Downes, previously having been vice-chief ranger.

A number of amendments to the constitution will be considered, whose purpose is to modernize the society and bring it more nearly in line with the Illinois fraternal insurance code.

A banquet will be held during the convention at which Mrs. Murphy will preside.

Many delegates will leave Chicago Aug. 24 on a special train which will stop at various points en route to pick up other delegations. The convention proper will be held at Many Glacier Hotel.

W.C.O.F. was initiated July 17, 1891, its first quarters being in Holy Family Parish, Chicago. A handsome golden jubilee brochure of 100 pages was published which presented the likenesses of the high court officials, an article about the founding and the society's history, and many pages of greetings from various courts and organizations.

Mrs. Rogers First Chief

Mrs. Elizabeth Rogers was the first chief ranger of Holy Family court No. 1 and at the first convention held in 1894 she was named high chief ranger of the society, with Mrs. Margaret O'Connor, vice-chief; Mrs. Catherine Hughes, secretary and Mrs. Christina Hoffman, treasurer. By that time there were 10 courts, and the next year there were 39 represented at the second convention. Organization progressed rapidly and at the convention in 1896 there were 73 courts represented and by 1898, 251 courts with 16,267 members.

Mrs. Rose D. Rittman, Minneapolis, became chief ranger in 1908, Miss Mary L. Downes succeeding her in 1919, and in 1929, Mrs. Anna R. Downes.

Since foundation W.C.O.F. has distributed more than \$38,000,000 in death benefits and over \$2,642,000 to members in dividends and cash surrender values. The adult membership now is 60,000 women, junior membership over 7,000 and social membership about 8,500. As-

sets are \$19,705,000, contingency fund more than \$3,470,000 and solvency ratio exceeds 110 percent.

The society maintains a home for aged dependent members, Forest Villa, two miles northeast of Antioch, Ill., on a 120 acre tract, with a 40 acre lake.

C.O.F. Field Men, Officials on Mackinac Island Trip

A party of 30 high court officers and field representatives of Catholic Order of Foresters, headed by Thomas H. Cannon, high chief ranger, will leave Chicago on the steamer "Seeandbee" the evening of Aug. 23 for Mackinac Island, where a three-day sales conference will be held. There also will be a program of entertainment and diversions for the field representatives who qualified for an all-expense trip by their production records during the eight months' campaign Nov. 1-June 30.

Included in the party will be A. A. Horstman, vice chief ranger, Dayton, O.; Thomas R. Heaney, secretary; Dr. James G. McGrath, medical examiner, both of Chicago; T. W. Thompson, Detroit, and Hugh Young, Minneapolis, high court trustees; C. D. DeBarry, general sales director, and L. T. Duffy, sales department, Chicago.

The field representatives who will attend are: Walter Bartol, Fox Lake, Wis.; J. B. Timmerwille, Ft. Thomas, Ky.; G. C. Ickel, Independence, Ia.; I. E. Racine, Marinette, Wis.; C. J. Meuleners, Winsted, Minn.; A. J. Schuster, Hammond, Ind.; H. J. Stegemeyer, Milwaukee; D. Tschetter, Yankton, S. D.; E. P. Adang, Fort Wayne, Ind.; J. A. Weiler, Milwaukee; J. S. Dugal, St. Agatha, Me.; J. P. Walters, Green Bay, Wis.; P. H. McGrath, Superior, Wis.; W. N. Zettler, Canton, O.; C. E. Byrnes, Cedar Rapids, Ia.; J. P. Wergin, Keokuk, Wis.; C. J. Santoski, Wauson Rapids, Wis., and J. P. Harren, Red Lake Falls, Minn.

Tuesday afternoon, Aug. 26, the party will leave the island by boat for Mackinaw City, and will entrain that evening for the return trip to Chicago.

Aid Association Gathering

Trustees of Aid Association for Lutherans held a two-day session at the home office in Appleton, Wis. President Alex. O. Benz and other officers addressed the meeting, and also a gathering of directors held to nominate directors for election in November.

Milwaukee "Fraternal Day"

The Milwaukee Fraternal Life Underwriters and Milwaukee Fraternal Con-



NEW!

Here's another brand new feature we have added to our sales kit, a new sales aid that would help YOU "influence people and rake in the \$\$\$\$'s."

HOSPITAL INSURANCE

ASK about this new addition to our complete line of legal reserve LIFE insurance plans.

FIDELITY

Life Association
of Fulton, Ill.

PERTINENT FACTS— SUPREME FOREST WOODMEN CIRCLE

Gross Assets \$ 34,832,388.00
Protection in Force 105,066,561.00
Total Membership 132,079

Organized into 2,653 Groves in 44 states

Benefits paid in 1940 to members and beneficiaries \$1,768,796.00

Dora Alexander Talley, National President
Mamie E. Long, National Secretary
Home Office, Omaha, Nebraska

gress, with nearly 50,000 affiliated members, sponsored a "Fraternal Day" program at the Wisconsin state fair at Milwaukee Wednesday. W. C. Maas spoke on "Fraternalism," and Benjamin

Rothman discussed "Americanism." There was entertainment by children of members. Co-chairmen were Edward Liebeck, Odd Fellows, and Mrs. Pearl Bohm, Royal Neighbors.

Nicholl, general agent of New England Mutual, is chairman.

Tampa, Fla.—New officers are: President, John C. Mills, Gulf Life; vice-president, T. E. Gray, Penn Mutual; secretary, L. R. Pendleton, Guardian Life.

San Francisco—Karl L. Brackett, former general agent of John Hancock Mutual Life, has been made an honorary member.

Two members of the San Francisco association are now in service: Commander A. R. Mack, Lincoln National Life, and Horace F. McFeely, Massachusetts Mutual Life, who is in the army.

The association year closed with an increase of 28 paid members over the same period last year.

NEWS OF LIFE ASSOCIATIONS

Alabama Association Meets Aug. 23 at Tuscaloosa

BIRMINGHAM—The Alabama Association of Life Underwriters will hold its annual meeting in Tuscaloosa Aug. 23. President Fred S. Chisolm, New England Mutual Life, Birmingham, announces. Speakers will be H. M. Nunnelley, Massachusetts Mutual Life, on the educational work of the association; T. J. Huey, Prudential, on membership values, and E. E. Beason, John Hancock Mutual Life, on "Opportunities for Coordinating Social Security with Personal Life Insurance." Five-minute talks will be given on "Sales Points I Have Found Most Successful in 1941."

Delegations from the Birmingham, Montgomery, Mobile, Florence and Tuscaloosa local associations will attend, also students from the department of commerce at the University of Alabama. New officers will be elected.

Plan Southeast Kansas Congress

Coffeyville was selected for the southeast Kansas sales congress, to be held in October, at a meeting of the officers and committee heads in Parsons, Kan. Representatives from five of the larger cities were in attendance including Coffeyville, Independence, Pittsburg, Chanute and Parsons.

William Newkirk, Washington National, Independence, was named general chairman; George Heller, Prudential, Coffeyville, publicity chairman; C. O. Braden, Equitable Society, Independence, program chairman. Individual chairmen were named for the various towns.

The southeast Kansas congress attracts attendance from Arkansas, Missouri, Oklahoma and Kansas.

Plan Denver Agents' School

The Denver Association of Life Underwriters will hold a sales training school Sept. 13-Dec. 6, with a class each Saturday morning. The school, sponsored by the association, Denver General Agents & Managers Association, and the National association, will have an enrollment of more than 200. The school will be held in the Capitol Life auditorium. Elmer Metcalfe, National Life of Vermont, and O. H. Jacobson, Home Life of New York, are co-chairmen of the executive committee for the school.

Mr. Jacobson has been named by H. T. Wright, president National association, as chairman of the Colorado committee for defense savings.

Endorse Andrews, Furey, Rogers

WORCESTER, MASS.—At a meeting here the Massachusetts Association of Life Underwriters endorsed the candidacy of W. H. Andrews, Jr., Jefferson Standard Life, Greensboro, for secretary of the National association and of W. R. Furey, Berkshire Life, Pittsburgh, and H. L. Rogers, Equitable Society, Indianapolis, for national trustees. It voted to cooperate with the Boston chamber of commerce in its survey of the life insurance business in Massachusetts. A one-day training conference will be held at the Hotel Bancroft, Worcester, Oct. 2 for officers and committee chairmen of all local associations in the state.

Amarillo, Tex.—The members voted to change the name of the group from the Northwest Texas Underwriters Association to the Amarillo Life Underwriters Association.

Gordon K. Morrison described how the local Better Business Bureau helps legitimate life insurance representatives and legal reserve companies.

Life Insurance Combines Christianity and Democracy

An analogy between the teachings of Christianity, democracy and life insurance was presented to the San Francisco Life Underwriters Association's women's division by Miss Helen Hankins, Penn Mutual Life, Denver.

Christianity, she pointed out, is love of others, a feeling of responsibility for someone else; democracy is recognition of the supremacy of the individual, both of which are bound up in the definition of life insurance. Life insurance, she said, is a true symbol of Christianity and democracy. It is the acceptance of the responsibilities which must be assumed by the individual in the practical application of the democratic way of life.

Present world conditions, the promise of higher taxes and general economic changes are a definite challenge to life underwriters. People are going back to work and they are being very well paid. As a result, there are surplus dollars and it is up to the life agents to see that these surplus dollars are invested today to meet the possible emergencies of tomorrow.

Strong Card for Ontario Rally

Several prominent speakers from the United States have been secured for the fall convention of the Ontario Life Underwriters Association in Toronto.

Speakers will include Leonard Brockington, Ottawa; Holgar Johnson, president Institute of Life Insurance; L. E. Simon, Massachusetts Mutual, and James E. Bragg, Guardian Life of New York; F. L. MacFarlane, Aetna Life, Cleveland; C. J. Zimmerman, Connecticut Mutual Life, Chicago, and A. E. N. Gray, assistant secretary of Prudential.

Little Rock, Ark.—R. B. Johnson, assistant professor in the school of business administration of the University of Arkansas, spoke on the TNEC investigation of insurance companies and practices.

Peoria, Ill.—The annual sales congress will be held Oct. 24-25. A mistake in the headline in the last issue gave the dates in September.

Atlanta—The annual outing was held this week at the new North Fulton Park. J. J. McConaghey, manager Metropolitan, was chairman of the committee in charge.

Northern New Jersey—At the opening luncheon of the season Sept. 11, C. Preston Dawson, general agent New England Mutual Life will talk on "Prospecting." A plan for a sales clinic has been submitted by L. J. Ackerman of Newark University. It calls for two talks each month for four months, free to members in good standing.

Grand Island, Neb.—L. E. Baron, general agent Security Mutual Life of Nebraska, has been elected secretary-treasurer.

Buffalo—The ordinary agency of the Prudential won the golf trophy of the Buffalo Life Managers Association at the annual outing of the Buffalo Life Underwriters Association. More than 125 attended. The softball game was won by the Lake Erie office of the Metropolitan Life. A. R. Maynard, association president, presided at the dinner and prizes were awarded by E. S. Diem, outing chairman.

Birmingham, Ala.—The annual barbeque will be held at Roebuck Country Club Aug. 28. T. J. Huey, Prudential, is chairman.

Baltimore—The annual outing is being held Friday at Baur's Beach. The baseball game between ordinary and industrial agents for the President Mohan silver cup will be featured. The cup is now held by the industrial agents. M. C.

POLICIES

Teachers Adopts New Rate Scale on Higher Level

Teachers Insurance & Annuity adopted a new schedule of premium rates on an increased basis, except the very early ages of 5, 10, 15 and 20 year term. The increase ranges from \$1.55 at age 20 to as much as \$8.77 at age 60 for the life paid-up at age 65 contract; the ordinary life increase at age 20 is \$1.29, age 40, \$1.62, and age 60, \$1.54.

These new rates are participating, and include waiver of premium disability benefit to age 55, as did the old schedule. The applicant has the privilege of declining this benefit with proportionate reduction in premium rate. Illustrative rates per \$1,000 are:

Age	Ord. life	Life pd. up at 65	Mod. Life 5 yrs.	Mod. Life 10 yrs.	20 yr.	5 yr. term
20	\$15.18	\$16.25	\$9.09	\$16.54	\$44.43	\$7.25
25	17.30	18.81	10.34	18.95	44.70	7.55
26	17.80	19.41	10.64	19.51	44.77	7.59
27	18.29	20.05	10.94	20.09	44.84	7.62
28	18.84	20.72	11.27	20.71	44.93	7.64
29	19.39	21.44	11.62	21.36	45.03	7.68
30	19.99	22.19	11.99	22.04	45.16	7.73
31	20.62	23.00	12.36	22.76	45.31	7.79
32	21.29	23.87	12.78	23.54	45.48	7.89
33	21.98	24.80	13.21	24.36	45.67	8.01
34	22.73	25.79	13.67	25.22	45.89	8.16
35	23.51	26.86	14.16	26.15	46.16	8.35
36	24.34	28.01	14.68	27.13	46.45	8.56
37	25.22	29.24	15.24	28.17	46.78	8.81
38	26.15	30.55	15.82	29.27	47.14	9.11
39	27.13	31.99	16.45	30.43	47.56	9.45
40	28.18	33.53	17.13	31.69	48.02	9.84
41	29.27	35.19	17.83	33.00	48.55	10.26
42	30.44	36.99	18.58	34.40	49.12	10.76
43	31.67	38.96	19.40	35.90	49.76	11.31
44	32.97	41.11	20.25	37.50	50.45	11.92
45	34.34	43.45	21.16	39.17	51.20	12.62
46	35.82	46.03	52.02	13.37
47	37.37	48.87	52.91	14.22
48	39.02	52.03	53.88	15.15
49	40.76	55.53	54.95	16.17
50	42.61	59.47	56.11	17.30
51	44.67	63.92	57.37	18.54
52	46.84	69.00	58.74	19.91
53	48.84	74.85	60.24	21.41
54	51.20	81.68	61.87	23.05
55	53.69	89.77	63.67	24.84
60	63.27	166.65	69.46	...

John Hancock to Issue New Family Income Policy

John Hancock Mutual Life is introducing a new family income policy, combining features of the endowment at 85 and the family income provision. The new contract will be ready Sept. 1. The family income rider, with a slight change in premium rate, will continue to be used as heretofore so that family income benefits may still be available under forms of policies other than the endowment at 85.

Aptitude Test Given to Ala. University Students

BIRMINGHAM, ALA.—The Sales Research Bureau's aptitude index for life insurance salesmen was given recently to 329 students of the school of commerce and business administration of the University of Alabama, under supervision of H. M. Nunnelley, chairman of the educational committee of the Birmingham Association of Life Underwriters, in cooperation with Dr. Lee Bidgood, dean of the school, and J. M. Holcombe, Jr., manager of the Research Bureau. This was the first time such a test had been given on a mass scale to a whole student body, only freshmen being excepted.

Birmingham general agents and managers were furnished the names, addresses and grades of all students making grades of "C" or better on Part 2 of the test. The index completed by each student also was made available at a central office in Birmingham for examination by any general agent or manager.

Because Part 1, a rating chart, is better adapted to prospective agents over 25 years of age, very few made grades of "C" or better on this part. In Part 2, covering personality characteristics, 65 percent received grades of "C" or better.

"We feel that the great advantage of this test is that it enables the student himself to determine whether he has an aptitude for selling life insurance," Mr. Nunnelley said. "If he has, then he can arrange the balance of his college course to that end. Then, as the students are graduated, general agents and managers can more intelligently approach those whose tests revealed suitable qualifications. Already some of the graduates have been employed. In addition, this test afforded considerable publicity for the whole business of life insurance and helped to focus it as a possible career on the entire student body. We propose to give the test each year hereafter to sophomores, so that we will have a report on each student."

Provident L. & A. Adds Reimbursement for Women

The Provident Life & Accident is now writing medical reimbursement as well as monthly indemnity in connection with its "premier" accident policy for women, covering both business and professional women and housewives.

In the case of housewives, the monthly indemnity heretofore provided usually was not more than sufficient to pay doctors and hospital bills. Under the new arrangement, the monthly indemnity can be used to employ someone to do the housework, while the housewife is disabled, with the reimbursement feature taking care of the medical bills.

The policy for business and professional women is on a non-classified basis and may be written up to \$5,000 principal sum and \$100 monthly. The annual premium for those amounts, ages 16-54, is \$23.50 without reimbursement and \$34.25 with \$500 reimbursement. For housewives and unemployed women, the limits are \$2,500 principal and \$50 monthly. The annual premiums for these amounts at the same ages are \$13.75 without and \$24.50 with \$500 reimbursement.

The Colonial Life Insurance Company of America

Incorporated 1897

A RECORD OF GOOD SERVICE
FOR FORTY-THREE YEARS

HOME OFFICE—JERSEY CITY, N. J.

Sales Ideas and Suggestions

Getting Names Is By-Product of Sale, Perry Meek Asserts

The theory that getting names is a by-product of every sale and that the agent who neglects to do so is just as wasteful as if he were not to wait for change when making a purchase in a store was advanced by Perry Meek, Indianapolis manager of Acacia Mutual Life, in addressing the agency convention of Columbus Mutual Life at Niagara Falls, Ont. Mr. Meek asserted that when an agent has won the confidence of a man and has made a sale he is entitled to the names of that client's relatives and friends and he can get them.

Mr. Meek told how he utilizes what he characterizes as "power contacts." These are persons that are obliged to extend courtesy to Mr. Meek because of his patronage or because he has been of service to them. They include for instance, his doctor, dentist, club manager, auto dealer, service station proprietor, chairman of charity campaign in which Mr. Meek has been active, banker, architect, etc.

From these persons he solicits names, not so that he can go to those on the list and say, "Your friend, Jim Doe, sent me to see you about insurance," but in a way that is complimentary to the prospect and that also creates a warm feeling on the part of the prospect for the man that listed him with Mr. Meek.

Tells His Approach

Mr. Meek goes to his lawyer, saying: "If you were in the life insurance business, what young lawyers would you call upon? Who are the young men that are going places in your profession?" Whereupon Mr. Meek produces a law directory and goes over it with his power contact, jotting down notes.

When Mr. Meek approaches a man whose name he has obtained in this wise, he says:

"You don't know me, but I know you because Mr. Power Contact told me that you are one of the most talented young lawyers in the city and that you are going places."

Similarly he gets names of promising physicians from Dr. Power Contact, etc.

He suggested that the agent make it easy for the power contact to recall names, by having at hand the roster of club membership, fraternity directory, American Legion directory, law list, or whatever may be suitable. He also recommended that the agent report to the power contact on the results he has obtained and express thanks. Then out will come more names.

Results of Questionnaire

Mr. Meek, in advance of the convention, had sent a questionnaire to 20 Columbus Mutual agents and he reported the results. The agents were asked to set down certain facts regarding their last 20 cases. The business under scrutiny totaled \$1,136,322. The average case was \$2,840; average age of assured 31. (The juvenile business was a factor); age of agent, 45; 48 percent of assured were married; 32 percent single; 20 percent children; 64 percent was not programmed; average amount of business that was programmed, \$4,247; size of unprogrammed contracts, \$2,119; 65 percent of agents' own insurance is programmed; 49 percent closed on first interview, 30 percent on second, 11 percent on third, 10 percent on fourth or more. Mr. Meek here remarked: "After the second interview you were calling on China eggs." Thirteen percent of the business was closed following direct mail circularization and average size of

this business was \$4,080. Source of sale, 33 percent friends, 31 percent circle of influence, 30 percent old policyholders, 6 percent cold canvass. Inquired as to relatives 40 percent. In 65 percent of cases agent got no names, in 16 percent he got one name, in 9 percent, 2 names, in 10 percent more than 2. Sixty-five percent of the business was closed during the day. Mr. Meek predicted that as the pace of business and industry quickens it will become more necessary to make night calls.

Amount owned by agent was \$16,450; average income of agent \$4,280. Mr. Meek remarked that this corresponds to the earnings of a major in the army. Average income of assured, estimated, \$2,300. Mr. Meek here said the agents are talking down. They could do better to concentrate on those on their own income level. "The 'yes' of the big shot means more and his 'no' doesn't mean any more."

Agency Rally Largest in History

(CONTINUED FROM PAGE 3)

now our so-called defense borrowing must be added to a staggering debt of \$45,000,000 already accumulated during peace times. As we look back and realize that the inflation of the 1920's and the depression of the 1930's were probably the result of the last war, we can not but wonder what the future has in store for our country, even when we simplify the problem by assuming that the Democracies will emerge victorious as they did in the last war. We are not going to try to solve the world's problems in our meetings here. We are not even going to try to determine what our problems will be next year. We will leave that for next year's convention. All we are going to do is try to throw some light on today's problems and the best methods of solving them.

"During the past year, one problem confronting the life insurance business was disposed of, at least temporarily. The TNEC investigation of life insurance was completed and their report published. It is assumed that this has been side-tracked for the duration. If the purpose of the investigation was, as most people thought, to prove the need of federal supervision of life insurance companies, it is generally conceded that it failed to prove its case before any unprejudiced court or jury.

"SEC Commissioner Sumner Pike frankly admits that upon resumption of proceedings before the TNEC, the nation's fire and casualty companies will be reviewed by that committee so life insurance will at least have a breathing spell.

Low Interest Rates

"Low interest rates are still with us, complicating the investment problem of the life insurance companies and making single premium life and annuities and other investment types of contracts undesirable from the companies standpoint.

"We are much nearer active participation in the war than we were a year ago. It is a foregone conclusion that the one year service of the selectees will be lengthened.

"Unemployment is almost a thing of

the past. Labor is becoming arrogant in its demands. Congress is unwilling to tackle the problem of controlling wages and unless they do, prices cannot be controlled and we are in for a few boom years with rising prices and wages to be followed by another depression.

"Let's make hay while the sun shines. In spite of higher taxes, the average man will have more money to spend or invest. It looks as though our competition from autos, refrigerators and radios will be greatly reduced because of curtailed production. When the sale of defense bonds gets under way, it may even become popular again to save money. You will be working hand in hand with the government to reduce the tendency toward inflation by influencing people to save instead of spending. The life insurance agent who is willing to work should prosper in the next few years. Perhaps the market for large policies will be restricted somewhat but on the other hand there will be a great increase in the number of those who can buy three or four or five thousand and putting men back to work should make millions of new prospects for small policies.

"You have often heard the statement that in the United States with 7 percent of the world's population we have 70 percent of all the life insurance in force, but did you ever stop to reason why? Probably you have heard the credit given to our agency system and I agree. I would be the last to take away from our agents the credit which is due them.

ATTITUDE OF FREE MEN

"I believe, however, that the agency system is a means, rather than a cause. There is a more basic and fundamental reason for the fact that the average citizen of the United States owns 30 times as much life insurance as the average citizen of the rest of the world. The real reason is perhaps most briefly expressed by the one word 'Democracy.' The ideology of Democracy emphasizes the importance and the freedom of the individual and free men naturally shoulder their own responsibilities. The high standard of living we have evolved under the Democratic system; the spirit of freedom and independence and self reliance that has been bred under the Democratic system; these are the underlying reasons why the United States is such a fertile field for the sale of life insurance.

"I don't believe for instance that our agency force working among prospects whose standard of living and whose mental attitude was that of the Chinese people would write a great deal of life insurance and this same thing holds good in a measure, for all the other countries. I don't believe that in China it would be possible to develop an agency force the equal of that in the United States for, after all, our agency force itself is a product of the spirit of Democracy. In what other country do you find developed to such a high degree that restless urge or freedom, that impatience of restraint, that distaste for an ordered routine, that dislike of dictation, that ambition to progress and advance, that truly pioneer spirit which motivates the man who chooses the freedom and the opportunity offered by a life insurance agents contract to the restricted security of a salaried job. The life insurance agent carves himself out a place in life just as truly as did the pioneer who went into the forest and hewed the trees to make a clearing in which to build his cabin.

"Did you ever walk down the street

of a big city, bustling with people, each one busy about his own business, each one traveling in his or her own particular orbit, each one having certain definite contacts centered in his home and radiating out therefrom, each one earning a living or supported by someone who does, all living off each other, and marvel at the complexity of modern civilization. When you get out in the country, things are simplified. You can understand a farmer tilling the soil and creating wealth by cooperating with nature in the production of wheat, corn and potatoes but the intricacies of a metropolitan city are staggering. How does each individual find his place, fit into it and proceed to earn a livelihood. Truly the life insurance agent is an adventurer, an entrepreneur. He casts himself into this maelstrom of human activity and proceeds to make his contacts and establish his centers of influence. He literally hews out a place for himself.

"He is also an evangelist. He invests his time and energy in preaching the gospel of thrift in persuading men to sacrifice present pleasures to provide for future necessities.

MEASURE OF EARNINGS

"Life insurance offers to the ambitious man limitless opportunity for advancement. His financial reward is determined not by the decree of some one under whom he happens to be working but by himself. His earnings are measured by his ability and by his willingness to work. An industrious man in this business can earn far more than a man of equal ability in other lines of work. A life insurance man does not have to wait for someone to die before he can be advanced. His wages are not set by a labor union. He does not have to strike for increased pay. Promotion for him is not from desk to desk or from machine to machine with long periods of waiting in between. His shop never shuts down. He is never placed on part time. There are no shortages of material, no priorities to bother him. The life insurance agent is his own boss. No one tells him when to go to work or when to quit. He is not hampered by conventions. He does not have to hang out his shingle and wait for business to come in like the doctor or lawyer. He is not labeled a shyster if he advertises. He is not called an ambulance chaser when he goes out to solicit business. There is always a job waiting for the life insurance agent and no lack of employment in hard times.

Situation in Old Age

"As old age creeps upon him no one tells him to step aside and make room for a younger man. He is not fired because he can not hold up his end on the assembly line. The nature of his business compels him to go about doing good. He does not make a living by taking advantage of men's weakness but by appealing to their better selves. What a source of satisfaction that is. The nature of his business compels the life insurance agent to save for his old age. He can not spend all that he earns.

"The life insurance agent is a free will agent, as independent as a hog on ice and one of the finest products of our American democracy."

Mr. Preston presided at the opening session. Plaques and other evidences of recognition were presented to leaders. Mr. Ball gave his address.

Vice-president Carl Mitchellree gave a talk on the subject of war clauses. He said Columbus Mutual is not yet

prepared to announce its decision, but a close study is being made of the question. He reviewed what other companies are doing and considering and he sketched the moves that have been made in Canada. Mr. Mitcheltree assured the agents that whatever is done will be prompted by a feeling of deep responsibility to existing policyholders and to the agents. Liberality in underwriting of itself, he observed, is not a virtue. A conscientious agent does not want his clients' protection jeopardized by reckless assumption of risk. In any event Mr. Mitcheltree contended the imposition of a war clause would have little practical effect, because in normal times, the age group to which such a clause is of concern, constitutes a small percentage of the business.

The final speaker, Perry Meek, Indianapolis manager of Acacia Mutual Life, gave the agents their money's worth in a practical talk on prospecting. The technique that he revealed appealed to many in the audience as something that they could immediately appropriate to their advantage. Mr. Meek has a good delivery and an attractive personality.

Time Control Emphasized

At the Tuesday morning shuffle the team that seemed to have the most potent motivating influence on each group was that promoting the idea of time control. R. G. Smith, field supervisor, was the escort, and the team consisted of three full time agents who have religiously kept time control records over a period of years. Each man was wholeheartedly committed to the system and argued persuasively for it. At one of the presentations, a member of the audience in the front row had his soul so stirred that he sprang to his feet and exclaimed:

"I make five calls a week and sell \$50,000 a year. This means that if I make 10 calls, I sell \$100,000. By golly, I'm going to do it."

On a board the record of each member of the team for a 12 month period was shown.

GRAPHIC EVIDENCE

For instance Robert Zimmerman of Pontiac, Mich., made 106 calls per month; 83 prospects were in; he made 43 presentations; 5 7/12 sales; average case \$2,900; ratio of presentations to calls 40; value per call \$2.80; value per call on every prospect seen \$3.43; value per presentation \$7.07; value per sale \$53.34; per day \$12.41; number of calls per day 4.4; new names acquired 13; tried to sell per day 1.7.

Tonic When in Tailspin

Mr. Zimmerman remarked that when he adopted time control his sales increased 50 percent. It is a great tonic, he declared, for the agent who has gone into a tailspin. It causes him to appreciate the value of his time. For instance Mr. Zimmerman said when he realized that his time was worth \$1.94 per hour he was not so ready to take a day off for fishing. He emphasized that time control records must be kept for a long enough period to produce an average. It has no value for just a few days or weeks.

Dale Orr of Lancaster, O. and Joseph Dwyer of Toledo also made convincing presentations on the same topic. Mr. Dwyer remarked that time control is a great morale builder.

Another team whose presentation dovetailed with that on time control consisted of George Dobben of Jackson, Mich., one of three Dobben brothers in Columbus Mutual ranks, and Jack Pallat of Cleveland. They brought home the potency of the app-a-week objective. Mr. Pallat has been an app-a-week man for 250 weeks, Mr. Dobben, 100. Mr. Dobben has been with Columbus Mutual 15 years. For eight of those years he was also a school teacher. He said that he blocks out in red on a large calendar at home the

day that he completes a sale and his youngsters keep after him until he can get out the red pencil each week.

Mr. Pallat said the app-a-week club incentive is particularly effective in the hot, summer dog days when it is so easy on a sultry Friday to convince oneself that Monday will be cooler and that will be the day to work. "It is just twice as hard to write two cases next week as it is one this week," he observed. He told of a Friday in Cleveland lately when the thermometer stood at 101 and he was impelled to stir only because of the app-a-week challenge. Result, four sales in two families. This team was shepherded by R. A. Engler, secretary in the agency department.

Mr. Mitcheltree was escort to a battery consisting of Nicholas Merrick, an animated, sparkling speaker, a man of great enterprise, who has a florist shop and other work as well as life insurance, and A. W. Brubaker, who does insurance from Lancaster, Pa., during the summer, and practices law at Tampa, Fla., in the winter. Mr. Merrick's advice is get acquainted, join societies, attend as many functions as possible, speak to everyone, smile, be aggressive, enthusiastic. It was obvious that "Nick" Merrick practices what he preaches.

Analyzes Strong Points

Mr. Brubaker gave an analysis he had made of the strong points of Columbus Mutual.

President Ball had under his wing J. C. Dexter of Columbus, O., and William Hordes of Detroit. Mr. Dexter, a young man of easy and graceful manner, told something of his success in delivering additional policies. He told of delivering a total of \$25,000 to a doctor, who started out to buy \$2,500. He usually sells the examination and talks amounts later. He finds that a good many people like to have a large number of policies, hence in ordering additional insurance he has two or three extra contracts to offer instead of only one. About 30 percent of his business this year consists of "additional" policies. It is particularly easy to place additional business in this period of expansion, he finds.

Mr. Hordes is intense and impassioned. He is devoted to the idea of life insurance as a great cooperative system.

Dr. Jaquith's Contribution

Dr. W. A. Jaquith, medical director, was a team unto himself. He traced the handling of an application through the home office and with the aid of a file on an actual case, copies of which were distributed, he pointed out the types of errors and omissions that cause delay in reaching a decision in the underwriting department. Dr. Jaquith was steered about by Mr. Preston. Dr. Jaquith remarked that last year the ratio of rejections at Columbus Mutual was only 4 percent, the lowest in history.

H. R. Wilharm, field supervisor, introduced Leonard Rosenberg of Baltimore and Charles Smeltz of Cleveland, who told how they use the prepared material that Columbus Mutual supplies to aid in selling the various "package" policies which comprise programs in themselves.

Leaders Are Feted

Tuesday noon, the leading producers and those with a renewal ratio of 95 or better were luncheon guests of President Ball. At the same time Mrs. Ball was hostess to the wives and children of the convention.

That afternoon was devoted to sight-seeing.

Mr. Mitcheltree was toastmaster at the banquet. The principal speaker was W. B. Burrus, who is a professional lecturer. He was once a general agent of Provident Mutual and at one time had a Columbus Mutual contract. He stayed over and addressed the final convention session Wednesday morn-

ing. The other speakers then were R. G. Smith, Mr. Wilharm, and Mr. Preston.

CONVENTION NOTES

Mrs. D. E. Ball, whose husband is president of Columbus Mutual Life, went from the agency convention at Niagara Falls, Ont., to Philadelphia to inspect a week-old granddaughter, whose mother is Barbara Davies, daughter of Mr. & Mrs. Ball. This is the fifth grandchild of President and Mrs. Ball.

At the agency convention of every company there is some one who is responsible for the multitude of details in connection with the physical arrangements and upon his skill depends to a large extent the success of the gathering. At Columbus Mutual conventions this functionary is R. A. Engler, secretary of the agency department. He is affectionately regarded by the field and he performed quietly and efficiently to help produce a smoothly running convention. Mrs. Engler is also a favorite of the entire group.

Upon motion of H. B. Tibbals of Cleveland a message of greetings was dispatched to C. W. (Pop) Brandon, founder, long president and now president emeritus of Columbus Mutual. Mr. Brandon is 83 years of age. Although unable to get about, he keeps up with developments in keen fashion and has many interests. Harry Brandon, his son, who is advertising manager of Columbus Mutual and who lives with his father and mother, was on hand at Niagara Falls.

Carl Mitcheltree, vice-president, and Mrs. Mitcheltree, had been home only a few days from a month's vacation trip to the Coast, when they departed for Niagara Falls. Mrs. Mitcheltree is always a valued part of the convention, as she knows intimately a large number of the field force and their families.

The convention was saddened to learn of tragedy in the home of Counsel Donald Hoskins. The 14-year-old daughter of Mr. and Mrs. Hoskins died Saturday evening after a rather lengthy illness.

Robert Barr, head of the renewal department, performed as song leader and kept the gathering in high spirits.

Evan L. Synnestvedt of Philadelphia, who was the leading personal producer during the club year, was unable to attend because of illness. He was scheduled to take a prominent part in the convention.

The Michigan delegation made a spectacular entrance. They motored to Niagara Falls in a caravan of 15 automobiles, displaying placards and they wore special convention badges distinguishing them as Michiganders. Next to its state of domicile comes Michigan in importance to Columbus Mutual.

An important member of the group was Albert L. Allen of Harrisburg, Pa., who handles the newspaper accident business of Columbus Mutual. He is a big factor in the field and the revenue to Columbus Mutual from that department is about \$30,000 a month. In states in which Columbus Mutual is not entered, Mr. Allen uses Standard Surety & Casualty, which was recently purchased by the Aetna Fire group. Mr. Allen is now building a regular life agency as well.

Push Defense Bond Drive in Kan.

Kansas life underwriters are backing the defense savings bond campaign. A meeting was held in Wichita, attended by district chairmen named by General Chairman Lee Wandling, president of the Wichita Life Underwriters Association. Chairmen are C. O. Braden, Independence; Pendleton Miller, Topeka; Leo R. Porter, Wichita, and Frank H. Bixby. Evan Griffith, Kansas administrator of the savings bond campaign met with the committee.

Increase in Ontario Life Men

TORONTO—While the war has reduced the number of fire and casualty agents in Ontario, the number of life agents licensed shows a slight increase. Comparisons are not exact in view of the change in the licensing date for life agents to March 31. A. W. Rogers, agency officer Ontario insurance department, reports 7,766 licenses issued to life agents in the past 18 months. There are 2,350 life agents in Toronto, 413 in Hamilton, 285 in London, 330 in Ottawa and 206 in Windsor.

Defense Bond Sale Has Billion Goal

(CONTINUED FROM PAGE 1)

These national committeemen will organize the states in their jurisdictions with a state chairman and governing committee in each state. Regular and periodic reports are to be made by the state chairmen, these to be correlated through national headquarters.

Each state chairman will be responsible for organizing local committees and localities where there are affiliated associations, and will be asked to cooperate with and volunteer their services to the Treasury Department's state defense organizations.

It is the plan to have regular weekly meetings of local committees to instruct as many volunteers as possible in the purpose of the defense savings program, types of bonds and stamps, method of distribution and marketing; and to accumulate data essential in planning local campaigns.

It is the hope that the life insurance sales organization of the country may be able to devote about one day a month to this effort, and a day each month will be designated "Life Underwriters National Defense Savings Day" when breakfast rallies will be held in the various territories.

Training Courses Planned

National association leaders, who in compliance with a resolution adopted at the Wichita meeting in March pledging support to the national defense program, recently decided to issue the "Call to National Effort," feel that there is no sales organization comparable to that of life insurance in its potentiality to put over the defense bonds sale. Thorough training courses are planned and it is hoped that throughout the country only such underwriters will be selected to sell the bonds as are fully informed and well qualified.

The program has been most thoroughly planned, with comprehensive training suggestions, a proposed course and sales suggestions. Among these are voluntary bank allotment, with a sample periodic draft authorization for bank depositors, and a sales talk that has been prepared.

Another proposal is to sell defense bonds on a salary allotment plan. It is suggested that the underwriters organizations secure lists of concerns in their communities from the chamber of commerce or local defense staff, assigning a minimum of five concerns to each participating underwriter, principally those who are acquainted with the concerns assigned.

Convention Dates

Sept. 3-5, International Association of Insurance Counsel, White Sulphur Springs, W. Va., Greenbrier hotel.

Sept. 8-9, Insurance Advertising Conference, Hershey, Pa., Hotel Hershey.

Sept. 8-10—International Claim Association, Atlantic City, Ambassador Hotel.

Sept. 15-18, Canadian Superintendents of Insurance, Toronto, Royal York Hotel.

Sept. 15-19—National Association of Life Underwriters, Cincinnati, Gibson Hotel.

Sept. 19-20, Insurance Federation of New York, Rochester, Hotel Seneca.

Sept. 22-25, National Fraternal Congress, San Francisco, St. Francis hotel.

Sept. 25-26, Actuarial Society of America, Seignory Club, Quebec.

Sept. 25-27, Institute of Home Office Underwriters, Chicago, Edgewater Beach Hotel.



STATE MUTUAL *Brokergram*

No one person can be expected to know everything about life insurance. That's why we fortify our field force with specialists in the Home Office—men whose life work has been spent in mastering problems of taxation, inheritance, insurance law, programming, conservation, business insurance, etc.

To share generously this vast reservoir of specialized knowledge and sound experience with you, Mr. Broker, is part of our philosophy of selling. We render it cheerfully, in friendly fashion and with human understanding. You'll find your State Mutual General Agent more than willing to cooperate in submitting to us your toughest problems.

State Mutual Life Assurance Company

of Worcester, Massachusetts
INCORPORATED 1844

Rugged as New England's Rock Bound Coast

**BANKERS LIFE INSURANCE COMPANY
OF NEBRASKA**

PRESENTS

Mortgage Redemption Contracts



FOR THE
AMBITIOUS
LIFE
INSURANCE
SALESMAN

NOW IN OUR **75th** YEAR

A milestone at which we are grateful for the steadfast confidence and good will that mark day-by-day relations between policyholders, field force and home office staff.

An anniversary in which we are striving to be worthy of continued leadership as one of America's oldest and strongest life insurance companies.



**EQUITABLE
LIFE of IOWA**

HOME OFFICE • DES MOINES

81 YEARS OF SERVICE

**THE
GUARDIAN LIFE
INSURANCE COMPANY
OF AMERICA
NEW YORK CITY**



**A MUTUAL COMPANY
ESTABLISHED 1860**



Officials of Mutual Benefit Life attended a meeting at Portsmouth, N. H., at which the New Hampshire-Vermont general agency of William E. Johnson, Jr., was presented the President's Plaque, highest award for agency achievement.

Shown here are, left to right: L. W. Davis, J. H. Griffin, Miss Anabel Dodge, E. R. Brown, Mr. Johnson, H. G. Kenagy, superintendent of agencies; R. H. Beckley, Miss Jane Gauss, Mrs. Wright Gauss, E. H. Goranson, President John R. Hardin, F. A. Clough, Mrs. Clay W. Hamlin, E. F. Ellingwood, Clay W. Hamlin, L. B. MacEwen, supervisor; J. R. McAuley, C. S. Van Brocklin and H. L. Barrett.



Vice-presidents of the Big Tree Club, leading producers organization of Pacific Mutual Life, include: (above) E. L. Rappaport, Chicago; R. Earl Denman, Cincinnati; (center) C. P. Hochstadter, Cincinnati; (below) Charles R. Tate, Oakland, Cal.; Abram L. Geller, Houston, Tex.



Group of leaders of National Association of Life Underwriters meets in Chicago with Gale Johnston to perfect the plans of the N. A. L. U. to cooperate with the government in the defense savings program. Left to right: W. V. Woody, manager Equitable Society, Chicago; L. M. Buckley, New England Mutual, Chicago; Harry T. Wright, Equitable Society, Chicago, president N. A. L. U.; Mr. Johnston and C. J. Zimmerman, general agent Connecticut Mutual, Chicago. Woody, Buckley and Zimmerman are members of the N. A. L. U. committee on defense savings. Mr. Johnston, regional group supervisor for Metropolitan Life, has been loaned to the government as field director of defense savings staff.

The Freeman J. Wood general agency of Lincoln National Life in Chicago again won first place in class I in the company's "Hall Month" campaign honoring Chairman Arthur F. Hall. The agency won similar honors in 1940. In recognition of this achievement, Mr. Wood was awarded a bronze Lincoln plaque which was presented by C. F. Cross, vice-president.

The award was for the best all round agency job, based on the largest average production per man, the greatest increase over quota, and general efficiency of the agency.

Mr. Wood and part of his staff are shown above. (Front row, left to right): J. K. Nicholas, J. G. Orr, Freeman J. Wood, O. A. Jeanes, and J. Longstaff, Jr.; (back row, left to right): R. E. Sandmeyer, R. L. Megowen, C. E. Nyquist, D. Anderson, O. H. Wind, A. J. Blond, and H. G. Baker.

